

Team Lead Lofly Guidelines:

ZILLOW & REALTOR.COM

- Zillow leads come into our systems in 3 different forms. Real-Time Touring, Live Transfers, Nurture Leads. Before claiming one of these leads you need to check the system notes to see if this is a lead that was live transferred to another agent on the team, if it is another agent's claimed lead, DO NOT claim it. Of course, this only pertains if the lead has come in within the last day or two. If it is weeks, months, or years old, they are obviously free game.
- Opicity leads also come into our systems in 2 different forms. Live Transfers & Nurture Leads. Their system notes do not tell us who has claimed these leads. If you didn't get a live transfer and you notice a new lead in the pond, please reach out in Slack to see if it is anyone's live transfer.
- **AGAIN, IF YOU ARE CLAIMING THESE LEADS FROM YOUR LIVE TRANSFER CALL, PLEASE CLAIM FROM THE POND ASAP SO NO ONE ELSE SNAGS IT!**

OTHER LEADS IN PRIDELANDS/LEAD POND:

- Each agent on the team can have a maximum of 15 leads from the Pridelands/Lead Pond in their Gazelles pipeline at any given time.
- The Gazelles Pipeline is your hunting ground for new leads. The only goal is to make a connection and have a meaningful conversation with leads in the Gazelles pipeline.
- To pick up more leads, you either have to have a meaningful conversation with a lead and move them to one of your other pipelines, assign a follow-up task, and conduct a long-term follow-up or you need to release some Gazelles back to the Pridelands/Lead Pond to free up some of your 15 slots in your Gazelles Pipeline.
- You can hold a lead in the Gazelles Pipeline for up to 14 days. After that, you need to move them back to the Pridelands/Lead Pond or if you've had a meaningful convo with them you can move them to one of your personal pipelines and take new leads.
- You don't have to claim any leads from the pond to prospect/contact them but it is really good practice as it makes that lead exclusively yours for 2 weeks.
- **REMINDER: ALL TEAM LEADS MUST HAVE A FOLLOW-UP TASK ASSIGNED TO THEM. IF YOU HAVE TEAM LEADS WITHOUT A TASK, THEY CAN BE REMOVED FROM YOU, ASSIGNED TO ANOTHER TEAM MEMBER, OR PLACED BACK IN THE PRIDELANDS/LEAD POND AND YOU CAN BE REMOVED FROM TEAM LEADS AT THE DISCRETION OF TYLER AND KAEA**