

NO NEW LEAD

Guidelines

**THERE ARE NO NEW LEADS NOW AND NOT FOR THE FORESEEABLE FUTURE -
THE MONEY IS IN YOUR PIPELINE.**

TOP THINGS TO DO IN CHIME?

- Personal video message to old leads
- Personal video message to past clients asking for a referral
- Giveaway with lead capture to get information or a referral
- Rapid CMAs/unsolicited CMAs
- Invite to events
- Comb back through random leads to determine where they are at
- Contact friends who are renting
- Send them homes similar to what things they are viewing online that had a price reduction
- Set up chime searches
- FORD to people with large life events