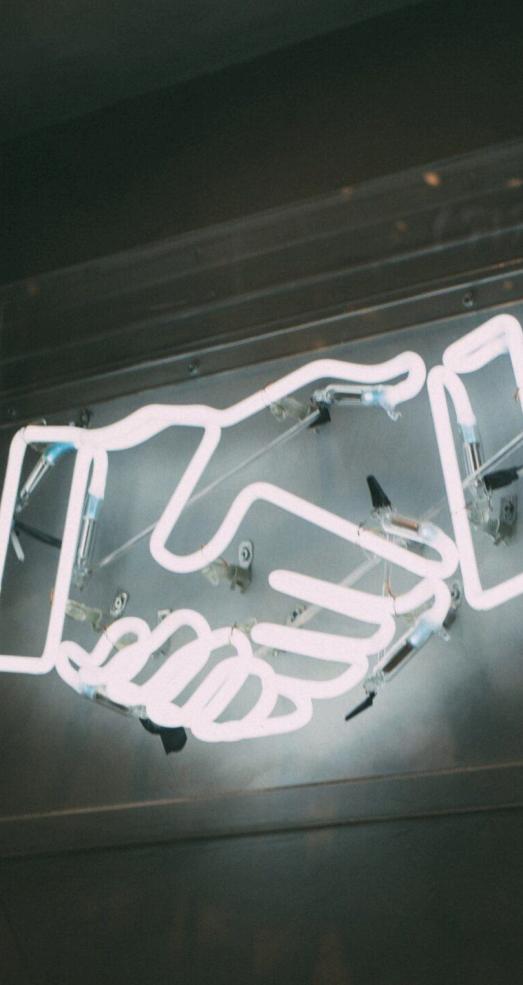


Connection Statuses – and How to Work Them

You can keep track of every connection's progress in their journey by assigning them a **connection status**. Updating your connection statuses provides StreetEasy with valuable information on your performance, and is required for continued participation in the program. Provide at least weekly updates to your connection statuses, and if they transact, report all signed contracts and closings within 24 hours.

Here are the definitions of all possible connection statuses, and our tips for working some crucial ones. But first, let's review what happens when you receive a new connection.

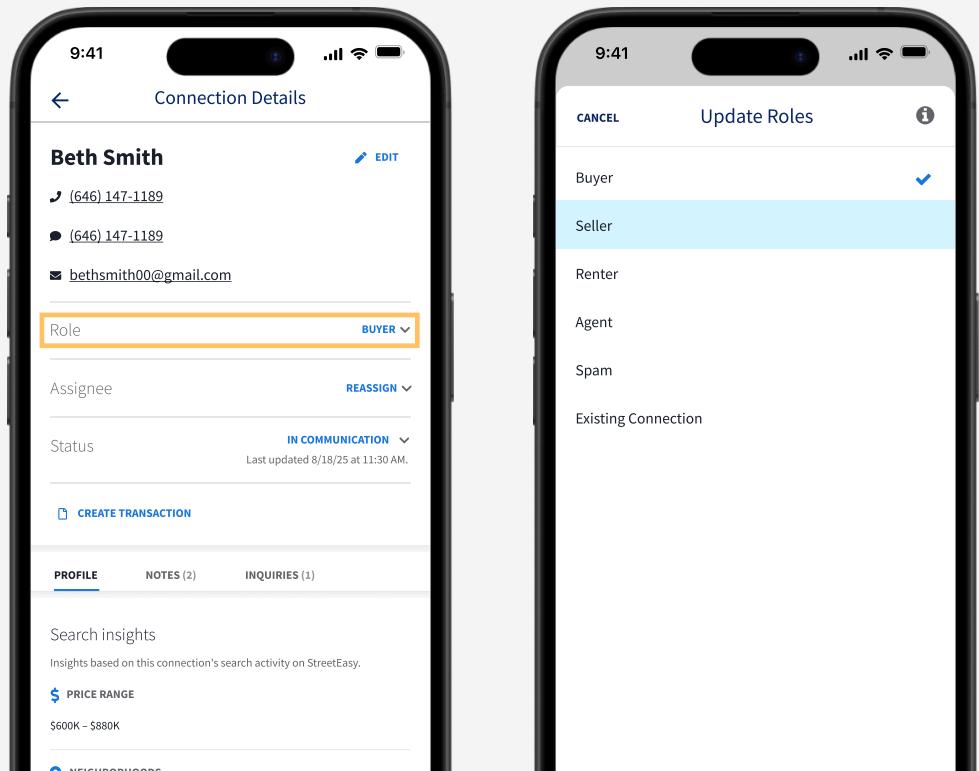
Receiving a new connection



Upon receiving a new connection, you'll see the option to **RESPOND NOW** or **PASS ON CONNECTION**. Should you choose **RESPOND NOW**, during working hours (9:00am – 6:30pm ET) all Experts must respond within 30 minutes of receiving the connection, indicated by the date and time shown. Once you've messaged the connection, their status will be automatically updated to Attempted Contact and you'll be able to view their contact information.

You can also choose to **PASS ON CONNECTION**, which routes the connection to another Expert with the appropriate experience to assist. If you're a Team Lead, you'll still see the option to **Reassign** the connection to another team member.

New connections are assigned a role of Buyer. If needed, you can change the connection's role to Seller, Renter, Agent, Spam, or Existing Connection by selecting **Change Role** on desktop, or on the Agent Tools mobile app by opening the Connection Details.



Screen images simulated

Connection status definitions

The possible connection statuses are defined as follows:

Buyer

New Connection

New connection in need of your response, not yet in communication

Attempted Contact	Responded to the connection
In Communication	Actively communicating with connection
Appointment Set	Confirmed a day and time for a showing
Showing Homes	Met with connection to tour properties
Submitting Offers	Preparing or submitting at least one offer
Contract Out	Contract is out and under review
In Contract	Offer accepted and contract has been counter-signed
Sale Closed	Closing complete
Nurture	Connection not ready to transact soon
Rejected by Client	Connection not interested in working together
Unresponsive	Connection hasn't replied in seven or more days
Seller	
New Connection	New connection in need of your response, not yet in communication
Attempted Contact	Responded to the connection
In Communication	Actively communicating with connection
Appointment Set	Confirmed a day and time for an appointment

Exclusive Agreement

Connection has signed an exclusive agreement

Listing Advertised

Exclusive listing is advertised on StreetEasy

Contract Out

Contract is out and under review

In Contract

Offer accepted and contract has been counter-signed

Sale Closed

Closing complete

Nurture

Connection not ready to transact soon

Rejected by Client

Connection not interested in working together

Unresponsive

Connection hasn't replied in seven or more days

How to work them

New Connection

Respond or pass on the connection within 30 minutes, but ideally [within 5 minutes](#). Tell the connection you'll give them a call, which we recommend for early stages in the process.

In Communication

Use [ALM](#) to book an appointment, find properties the buyer may want to see, and learn why they're looking for a new home. Follow up strategically using the [3-7-10-2 plan](#).

Appointment Set

Text to confirm the appointment two days prior. Continue looking for other properties to show the buyer.



Showing Homes

Keep these connections warm by updating them on the homes they saw and liked, offering to show them more properties, and discussing the next steps toward submitting offers.

Submitting Offers

Walk them through the process of submitting offers and set realistic expectations. Ensure the buyer feels comfortable and confident in the offer using your local knowledge on the market, nuances of the building or neighborhood, and past deals involving similar homes.

Nurture

Send personalized outreach relevant to the buyer's search. Pair this with passive follow-up — drip campaigns, newsletters, market reports, etc.

Unresponsive

Refresh your messaging and try different contact methods. If you're on a team within the program, talk to your Team Lead about reassigning the connection to another team member.