

Connection Statuses — and How to Work Them

Connection Status Definitions

In your Experts dashboard, you can keep track of each connection and where they are in their journey toward homeownership by giving them a Connection Status. Knowing what each status means is important — and so is knowing how to work them. Here are the definitions, and our tips for working some crucial ones.

New Connection	New connection, not yet in communication
Attempted Contact	Attempting to get in contact with the client
In Communication	Engaged in active dialogue with the client
Appointment Set	Confirmed a time to meet with the client
Showing Homes	Met with client to show properties
Submitting Offers	Preparing or submitted at least one offer
Contract Out	Offer accepted, waiting on counter-sign
In Contract	Offer accepted and contract counter-signed
Sale Closed	Closing complete
Nurture	Client not ready to move forward on a purchase within next six months
Rejected By Client	Client isn't interested in working together
Unresponsive	Seven days without a response from the client

TIP

Keep the client's wants and needs at the forefront of all of your messaging, while including a call to action. For example, "I saw this listing and thought of your search for a south-facing two bedroom. What are your thoughts on taking a look this week?"

How to Work Them

New Connection

Conduct initial outreach using the 3-7-10-2 plan. From there, based on your interactions, move the connection to the appropriate status.

In Communication

Look for opportunities to book the initial appointment, utilizing ALM. Is there new inventory? Different neighborhoods the client is interested in?

Appointment Set

Text to confirm the appointment two days prior. Look for other properties to show to give perspective and extend your time together.

Showing Homes

Keep these connections warm by updating them on their saved searches, sending market reports and maintaining an active showing schedule.

Submitting Offers

Set realistic expectations and provide information on the state of the market, the nuances of the building, etc.

Nurture

Send personalized outreaches via call, text and/or email. Pair this with passive follow-up — drip campaigns, newsletters, market reports, etc.

Unresponsive

Leverage text scripts and refresh your messaging. If you've been primarily calling, try text. If you've been emailing a lot, try calling.