

Lead Management System

Initial Contact and logging:

- Caller asked for appointment (Appointments at 60% or more)
- Invited to REO Buyer Orientation
- Certified Buyer Agent is sought from list
- Agent is notified by phone, email and text
- Agent accepts lead from system
- Assigned to FNMA approved Lender
- Logged into Lead Management System (LMS) for tracking and incubation

Certified Buyer Agent:

- Keeps the appointment
- Does needs/wants analysis with the client, creating a buyer profile for lead
- Directs buyer to other FNMA listings, HomePath, Insurance, Renovation, etc.
- Arranges for showings
- Coordinates with Lender
- Determines Category: NOW or LATER
- Logs progress into LMS.

Lead Management System:

- Emails client with new FNMA property
- Emails lending information immediately
- Reminds Agent to contact at intervals:
Weekly for a NOW buyer
Monthly for a LATER buyer
- Takes Agent off list for new leads when any criteria not met by the agent.

Entire system supervised by the REO Director