**Hot Seller Lead Conversion Process**

1. Research Ownership
2. Research Comparable Listed Properties
3. Complete Market Study (CMA)
4. Send Pre-Listing Email for Listing Appointment
5. Deliver Pre-Listing Information to Seller
6. Call to Confirm Appointment with Seller
7. Send thank you card.
8. Send Contact Card Via Text
9. Send Thanks For your Time

Pre-Activities by assistant:

Review Comps for Accuracy

Send Draft of Pre-List Email for Review

Assign Presentation Format-Target Town

Assign to Hot Group with Action Plan

Assign Follow Up-Call Campaign