



Easy Real Estate CRM Contact Types

1. Create database contact types in your CRM matching those listed below
2. Export your current database using these same categories
3. Import your contacts into a CRM with these categories
4. Top Pro Group “Do It for Me” Outsource Price – less than \$20.00

C - Contacts: “Never Met” contacts you never met are called LEADS.

- C - Leads Buyer
- C - Leads Seller
- C - Leads VIP
- C - Leads Unknown / Both
- C - Never Met Leads Expired
- C - Leads FSBO
- C - Leads Farm

B - Contact Types: “Met” in Person – people you know which are not customers.

- B - Met Buyer
- B - Met Seller
- B - Met VIP
- B - Met Unknown
- B - Met Expired
- B - Met FSBO
- B - Met Farm
- B - Met Social
- B - Met Biz (title, Realtor, contractors, builders, mortgage reps, service providers)

A- Contacts Types: Top 200 (Center / Sphere) Quarterly Calls

- A - Top 200 Past Sellers
- A - Top 200 Past Buyers
- A - Top 200 Referrers
- A - Top 200 Friends
- A - Top 200 Family
- A - Top 200 Buyers
- A - Top 200 Sellers
- A - Top 200 Vendors
- A - Top 200 Misc

A+ Contact Types: Top 1 - 50 (Raving Fans) Your Top Referring Fans

- A+ Top 50 Past Sellers
- A+ Top 50 Past Buyers
- A+ Top 50 Referrers
- A+ Top 50 Friends
- A+ Top 50 Family
- A+ Top 50 Buyers
- A+ Top 50 Sellers
- A+ Top 50 Vendor
- A+ Top 50 Misc

EVERY contact in your database needs to be assigned **a category AND an action plan!**