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<p>2-12 Month Buyer Lead A Buyer who indicated they are looking to purchase in 2-12 months</p>	<p>2-12 Month Seller Lead A Seller who indicated they are looking to list in 2-12 months</p>
<p>30 Day Buyer Lead A Buyer who indicated they are looking to purchase in 30 days</p>	<p>30 Day Seller Lead A Seller who indicated they are looking to list in 30 days</p>
<p>3to6 YES A Buyer who answered Yes to 3–6-month question via ISA call</p>	<p>Aidan Appointment Booked A benefits appointment booked by Aidan</p>
<p>Appointment Pending Buyer A prospect who has a buyer benefits appointment pending in the future</p>	<p>Appointment Pending Seller A prospect who has a Seller benefits appointment pending in the future</p>
<p>Bad Info Buyer A Buyer who gave false information via our CRM's and other platforms</p>	<p>Bad Info Seller A Seller who gave false information via our CRM's and other platforms</p>
<p>Bought A Signed Buyer or Prospect who ended up buying with someone else</p>	<p>Buy First A prospect who indicated they want to Buy before they Sell</p>
<p>Chris Appointment Booked A benefits appointment booked by Cristian</p>	<p>Cultural Barrier A difference in culture between us and a lead, difficult to communicate or work together</p>
<p>Custom Search Update Update the leads search criteria</p>	<p>Debbie Appointment Booked A benefits appointment booked by Debbie</p>
<p>Direct Mail A lead who wishes to receive direct mail</p>	<p>Domenic Appointment Booked A benefits appointment booked by Debbie</p>
<p>Has An Agent A lead was called, and they indicated they have an agent</p>	<p>HOT PINK BKPA Ready to sign an agreement with us</p>
<p>Hugo Andres Appointment Booked A benefits appointment booked by Hugo Andres</p>	<p>Information Requested When the lead requests for further information after initial conversation</p>
<p>Isabella Appointment Booked A benefits appointment booked by Isabella</p>	<p>Language Barrier A difference in language between us and a lead, difficult to communicate or work together</p>
<p>JANINE INSTINCT A lead that Janine believes is a low hanging fruit and good AAA lead</p>	<p>Looking For a Friend A lead who was called and indicated they are looking for a friend</p>
<p>Jo Instinct A lead that Jo believes is a low hanging fruit and good AAA lead</p>	<p>MDS Appointment Booked A benefits appointment booked by MDS</p>
<p>Looking for a Family Member A lead was called, and they indicated they are looking for someone else</p>	<p>MJ Instinct A lead that MJ believes is a low hanging fruit and good AAA lead</p>
<p>Luciano Appointment Booked A benefits appointment booked by Luciano</p>	<p>No Rapport A person who did not establish a good relationship with our Partnership & vice versa</p>
<p>MJ Appointment Booked A benefits appointment booked by MJ</p>	<p>Out of Towner A lead who is looking to buy or sell in an area we do not commute to or service</p>
<p>New Home Buyer A first time Home Buyer</p>	<p>Robin Appointment Booked A benefits appointment booked by Robin</p>
<p>Not Moving Now A lead was called, and they do not have timing established/indicated they aren't looking to move now</p>	<p>Sell First A prospect who indicated they want to Sell before they Buy</p>

 Pre-Construction A lead/prospect who is looking to purchase a pre-construction property	 Janine Appointment Booked A benefits appointment booked by Janine
 Renting A lead/prospect who is currently renting	 Jo Appointment Booked A benefits appointment booked by Jo
 Sandie Appointment Booked A benefits appointment booked by Sandie	 Referred to Out of Town Realtor A lead who is buying/selling in area that we do not service, and has been referred to a competent Realtor who can assist
 Sold A Signed Seller or Prospect who ended up selling/list with someone else	 TELEPHONE APPOINTMENT ISA booked an appointment with lead & assigned OSA over telephone, point of appointment is OSA to convert to benefits (next step)

LEADS MANAGER LABELS
















 0-3 Months A Prospect looking to make a move in the next 0-3 months	 Agent Referral Lead Another realtor provided us with a lead to service as a referral
 AMS Lead A lead that came through AMS	 Autopsy Call A lead or prospect that did not sign, did not put offer, etc. and requires another nudge from MDS or alternative leadership Partner
 Bandit Sign A lead that came through Bag Signs distributed in strategic areas	 Branded Post Card Lead A lead that came through a branded post card farmed to them
 Branded USP Lead A lead that came through a branded USP ad / mail	 CALL TODAY A lead or prospect that did not sign, did not put offer, etc. and requires to be called on the same day to attempt change of events
 Classified Ad A lead that came from a classified ad	 CRITICAL MASS BUYER They have been in market for too long without a purchase
 Critical Mass Seller They have been on market for too long without a sale	 Do Not Email Do not email this person as per the request or rapport
 DO NOT MAIL Do not send mail to this lead	 Double Opt Ins A lead that opted in twice to different platforms
 Editorial Ad Lead A lead that came through an editorial Ad	 EXCLUSIVE Listing A listing that is not marketed on MLS, but there is a signed listing agreement in place for us to market and sell their home in unique ways
 Facebook Lead A lead that came through Facebook	 Facebook Marketplace ISZA A lead that came through Facebook Marketplace through Isza's Posts
 Facebook Marketplace Napoleon A lead that came through Facebook Marketplace through Napoleon's Posts	 Facebook Marketplace Nicholas A lead that came through Facebook Marketplace through Nicholas's Posts (not paid yet)
 Facebook Omnipresence Someone that inquired through our daily postings	 Guaranteed Sale Program A lead that came in through hearing about our Guaranteed Sale Program
 High Property View A lead that looked at a certain property more than 5 times	 House to Sell A lead that opted into a platform or responded to our marketing that has a house to sell
 HPV Text A lead that came through via high property view text sent out	 Instagram Lead A lead that came through Instagram

<p> Internet Lead A lead that came from the internet</p>	<p> Linked In Lead A lead that came from the linked in</p>
<p> Listed for Sale If they already are on the market with another realtor/company</p>	<p> LUCIANO ONLY CALL A lead that only Luciano should be in contact with for calling</p>
<p> MDS Instinct A lead that MDS believes is a low hanging fruit and good AAA lead</p>	<p> MDS ONLY CALL TODAY A lead that only MDS should be in contact with for calling today</p>
<p> MLS Listing On the multiple listing service, not exclusive</p>	<p> NFBLP Nicholas Facebook – lead paid (paid for already)</p>
<p> Nicholas Lead A lead that Nicholas Cidio provided to us through listings we sent him to post</p>	<p> No Show Did not show up to appointment they committed to</p>
<p> NO SLY BROADCAST Do not send this lead/prospect/client messages via sly broadcast</p>	<p> NO SLY TEXT Do not send this lead/prospect/client messages via sly text</p>
<p> Open House Lead met at open house</p>	<p> Point 2 Lead Lead provided through Point 2</p>
<p> Property Inquiry Lead met through an inquiry for a certain property we had listed or marketed</p>	<p> Realtor.ca Lead Lead provided through Realtor.ca</p>
<p> Referral Lead Lead presented to us through a referral from a lifetime client, friend or civilian</p>	<p> Sandie Instinct A lead that Sandie believes is a low hanging fruit and good AAA lead</p>
<p> SEO If the lead came from search engine optimization</p>	<p> Sign Call A lead that called in from seeing one of our signs</p>
<p> Stallone Media Lead presented to us through Stallone Media</p>	<p> Text Broadcast Reply A lead that replied to our Sly Broadcast text marketing</p>
<p> Thank You Video sent A thank you video was sent to this person</p>	<p> Twitter Lead A lead that came from Twitter</p>
<p> Unbranded Post Card Lead A lead provided from an unbranded post card</p>	<p> Unsubscribed A lead that unsubscribed from CINC auto text and emails</p>
<p> Voice Broadcast Reply A lead replied to our voice broadcast about having a buyer or seller in their area</p>	

FSBO/Expired Labels

<p> Expired Bolton Expired listing from Bolton area</p>	<p> Expired Caledon Expired listing from Caledon Area</p>
<p> Expired For Sale Expired listing from a listing that was previously listed for sale and did not sell</p>	<p> Expired Orangeville Expired listing from Orangeville Area</p>
<p> Expired Sold If it is an expired listing that has been sold by the property owner</p>	<p> Expired Vaughan Expired listing from Orangeville Area</p>
<p> FSBO For Sale by Owner – property is listed by owner</p>	<p> FSBO Listed For Sale By Owner listed their home with someone else</p>
<p> FSBO Low Hanging Fruit For Sale by Owner – property is listed by owner and is debating whether to hire a realtor to get it sold</p>	<p> FSBO MDS & Partners not interested For Sale by Owner – MDS & Partners not interested in servicing</p>
<p> FSBO Sold For Sale by Owner – property is listed by owner and is debating whether to hire a realtor to get it sold</p>	<p> FSBO Out of Area For Sale by Owner – Not in area we service</p>
<p> FSBO No Longer for Sale For Sale by Owner – property was listed by owner but no longer is</p>	<p> FSBO Unsubscribed For Sale by Owner – fsbo lead unsubscribed from emails and texts via CINC</p>

Realtors Labels





















<p> Agents Anyone who is a realtor</p>	<p> Appointment Did Not Happen Appointment to attract realtor into eXp did not take place</p>
<p> Appointment Pending Attraction Appointment to take place regarding attracting them to our company</p>	<p> ATTRACTED A realtor who has been attracted into eXp via MDS/Partners</p>
<p> eXp Contributor</p>	<p> eXp Partner Someone who is within the triangle at our eXp downline</p>
<p> eXp Realtor A realtor who works with eXp</p>	<p> eXp Support Someone who is apart of the staff at eXp</p>
<p> INTERESTED A realtor who is interested in learning more about eXp</p>	<p> Invite A realtor we wish to invite to attract them via an appointment to eXp</p>
<p> INVITED A realtor who is invited to an appointment discussing eXp</p>	<p> JOIN NOW Realtors who wish to join eXp, they are ready to join our company</p>
<p> MDS & Partners Attraction An interesting person worth attracting into our organization</p>	<p> Uninterested Invite Was invited to appointment for eXp attraction and declined or is not interested</p>
<p> YHSG A realtor who is with Your Home Sold Guaranteed</p>	

OSA Labels

<p>Aidan Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Aidan</p>	<p>Aidan Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Aidan as their representation</p>
<p>Aidan Listing A client who is selling their home with Aidan as their representation</p>	<p>Ainvestor Group A group of investors</p>
<p>Buyer Appointment Did Not Happen A lead who had a buyer benefit booked and it did not transpire</p>	<p>Buyer Met Has Not Signed A lead who we did a buyer benefits presentation with, and they did not sign the agreement</p>
<p>Buyer Signed Did Not Buy A client who signed a buyer agreement with us and did not end up purchasing</p>	<p>Buyer Viewing Scheduled A buyer client who has a pending buyer viewing scheduled</p>
<p>Closed Deal 2019 A deal that closed in 2019 fiscal year</p>	<p>Closed Deal 2020 A deal that closed in 2020 fiscal year</p>
<p>Closed Deal 2021 A deal that closed in 2021 fiscal year</p>	<p>Closed Deal 2022 A deal that closed in 2022 fiscal year</p>
<p>Coming to Market A signed listing that is on its way to becoming live on the market</p>	<p>Credit Repair A buyer lead that has poor credit & requires guidance on how to repair it in a shorter time frame than expected</p>
<p>Current Client A signed buyer who is currently working with us</p>	<p>Current Pending A deal that is pending closing</p>
<p>Current Seller A signed seller who is currently working with us</p>	<p>Debbie Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Debbie as their representation</p>
<p>Debbie Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Debbie</p>	<p>Debbie Listing A client who is selling their home with Domenic as their representation</p>
<p>Domenic Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Domenic</p>	<p>Domenic Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Debbie as their representation</p>
<p>Domenic Listing A client who is selling their home with Domenic as their representation</p>	<p>Door Knock A lead who was established by a door knock</p>
<p>Hugo Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Hugo</p>	<p>Hugo Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Hugo as their representation</p>
<p>Hugo Listing A client who is selling their home with Hugo as their representation</p>	<p>Investor Group A group of Investors, who have opted in to receiving priority information about exclusive and new investment opportunities</p>
<p>Iszabella Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Iszabella</p>	<p>Iszabella Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Iszabella as their representation</p>
<p>Iszabella Listing A client who is selling their home with Iszabella as their representation</p>	<p>Kashima Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Iszabella</p>
<p>Kashima Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Kashima as their representation</p>	<p>Kashima Listing A client who is selling their home with Iszabella as their representation</p>

<p>Luciano Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Luciano as their representation</p>	<p>Luciano Listing A client who is selling their home with Luciano as their representation</p>
<p>Mortgage Lead A lead who presented to us by a lending partner</p>	<p>NOW BUYER A client who is going to buy in the next 30 days</p>
<p>NOW SELLER A client who is going to sell in the next 30 days</p>	<p>Offer Signed A client who signed an offer and a potential acceptance is pending</p>
<p>Past Client A lifetime client who has done business with us a minimum of once</p>	<p>Pocket Listing A lead who indicated they eventually want to sell their property but are not currently ready to put it live on the market, would contemplate offer</p>
<p>Raving Fan A lifetime client who has done business with us a few times and has loved it every time, would choose us and refer us</p>	<p>Robin Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Robin</p>
<p>Sandie Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Sandie</p>	<p>Robin Listing A client who is selling their home with Robin as their representation</p>
<p>Sandie Listing A client who is selling their home with Sandie as their representation</p>	<p>Sandie Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Sandie as their representation</p>
<p>Seller Met Has Not Signed A lead who we did a seller benefits presentation with, and they did not sign the agreement</p>	<p>Seller Appointment Did Not Happen A lead who had a seller benefit booked and it did not transpire</p>
<p>Signed Buyer A client who signed a buyer benefits agreement</p>	<p>Seller Signed Did Not Sell A client who signed a listing agreement and their home did not sell</p>
<p>Telephone Appointment Did Not Sign A lead who ISA booked telephone appointment with, OSA did not convert to benefits, and they did not sign</p>	<p>Signed Seller A client who signed a seller benefits agreement</p>
<p>Veniece Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Veniece as their representation</p>	<p>Veniece Buyer A A lead who has a timeframe of when they are moving & motivation and being represented by Veniece</p>
<p>Weekly Report A client who is under agreement via listing agreement and requires being sent a weekly report every week of their home review</p>	<p>Veniece Listing A client who is selling their home with Veniece as their representation</p>
<p>Robin Buyer B A lead who does not have a timeframe of when they are moving but is motivated, with Robin as their representation</p>	

Database Manager Labels

<p> Address Book Can search based on occupation such as plumber, mechanic, etc.</p>	<p> Adopted Orphan Client A lead that purchased one of our listing's and we have added them to our new mailing list and service them through marketing until our client</p>
<p> Aidan In House Newsletter A lead imported directly from Aidan's Database</p>	<p> Aidan likely to Refer A person who has referred Aidan to other clients and will likely do so repeatedly</p>
<p> Apostolate They are part of the Mother Mary Group</p>	<p> Builder A person who is a builder</p>
<p> C.O.I Centre of influence lead, people in our circle who connect us to others</p>	<p> Debbie likely to Refer A person who has referred Debbie to other clients and will likely do so repeatedly</p>
<p> Debbie In House Newsletter A lead imported directly from Debbie's Database</p>	<p> Domenic likely to Refer A person who has referred Debbie to other clients and will likely do so repeatedly</p>
<p> Domenic In House Newsletter A lead imported directly from Domenic's Database</p>	<p> Email Only We only have their email address on file</p>
<p> Duplicate A lead entered twice into the system</p>	<p> Hugo likely to Refer A person who has referred Hugo to other clients and will likely do so repeatedly</p>
<p> Hugo In House Newsletter A lead imported directly from Hugo's Database</p>	<p> Isabella In House Newsletter A lead imported directly from Isabella's Database</p>
<p> ISA Inside Sales Agent</p>	<p> Kashima In House Newsletter A lead imported directly from Kashima's Database</p>
<p> Isabella Sconza likely to Refer A person who has referred Isabella to other clients and will likely do so repeatedly</p>	<p> Lifetime Client A client who has done business with us before and referred us out, a supporter of our organization</p>
<p> Kashima likely to Refer A person who has referred Kash to other clients and will likely do so repeatedly</p>	<p> Luciano likely to Refer A person who has referred Luciano to other clients and will likely do so repeatedly</p>
<p> Luciano In House Newsletter A lead imported directly from Luciano's Database</p>	<p> MDS In House Newsletter A lead imported directly from MDS's Database</p>
<p> Mario_import A lead imported directly from Mario Daniel Sconza</p>	<p> Passed Away Someone who has passed away</p>
<p> MDS likely to Refer A person who has referred MDS to other clients and will likely do so repeatedly</p>	<p> RAVING FAN A client who has done business with us and loved it so much they tell good stories about us and have left a review, likely to refer</p>
<p> PROFILE UPDATED A lead who's profile details have been updated such as secondary contact, address change, etc</p>	<p> Robin likely to Refer A person who has referred Robin to other clients and will likely do so repeatedly</p>
<p> Robin In House Newsletter A lead imported directly from Robin's Database</p>	<p> Sandie likely to Refer A person who has referred Sandie to other clients and will likely do so repeatedly</p>
<p> Sandie Sconza's In House Newsletter A lead imported directly from Sandie's Database</p>	<p> Daniel Sconza A person who is in Daniel's inner circle and database</p>
<p> Spouse A spouse of a lead in the system which all notes take place</p>	

AutoTrack Labels

<p>Buyer AutoTrack 2</p> <p>Certain labels for buyers receiving automatic messages every week for 54 weeks</p>	<p>Buyer AutoTrack 3</p> <p>Certain labels for buyers receiving automatic messages every week for 54 weeks (backup)</p>
<p>Seller AutoTrack 2</p> <p>Certain labels for sellers receiving automatic messages every week for 54 weeks</p>	<p>Seller AutoTrack 3</p> <p>Certain labels for sellers receiving automatic messages every week for 54 weeks (backup)</p>

Melaleuca Labels

<p>Appointment Pending Melaleuca</p> <p>An appointment to educate this person about the value in melaleuca is pending to happen in the upcoming days</p>	<p>Bought Melaleuca</p> <p>A person who has bought a Melaleuca membership</p>
<p>Builder Melaleuca</p> <p>Someone who is building out Melaleuca business</p>	<p>Enrolled Melaleuca</p> <p>Someone who enrolled in receiving products monthly from Melaleuca</p>
<p>Lead Melaleuca</p> <p>A person who is interested in learning more about Melaleuca and potentially using their services</p>	<p>Presented To Melaleuca</p> <p>A person who we presented Melaleuca benefits to</p>

Legal Shield Labels

<p>Legal Shield Did Not Sign Yet</p> <p>An appointment transpired and this person showed interest in legal shield but did not purchase it yet</p>	<p>Legal Shield Invite</p> <p>Someone who we can relay legal shield benefits to, invite to webinar to explain the pros of joining</p>
<p>Legal Shield Join Now</p> <p>Someone who is ready to purchase legal shield</p>	<p>Legal Shield Membership Lead</p> <p>Someone who has expressed interest in legal shield and obtaining a membership but requires more encouragement</p>
<p>Legal Shield Partner</p> <p>Someone who has purchased Legal Shield using our link or we have purchased from their link, in the same pyramid together</p>	<p>Legal Shield Support</p> <p>Someone who can answer support questions regarding legal shield services</p>