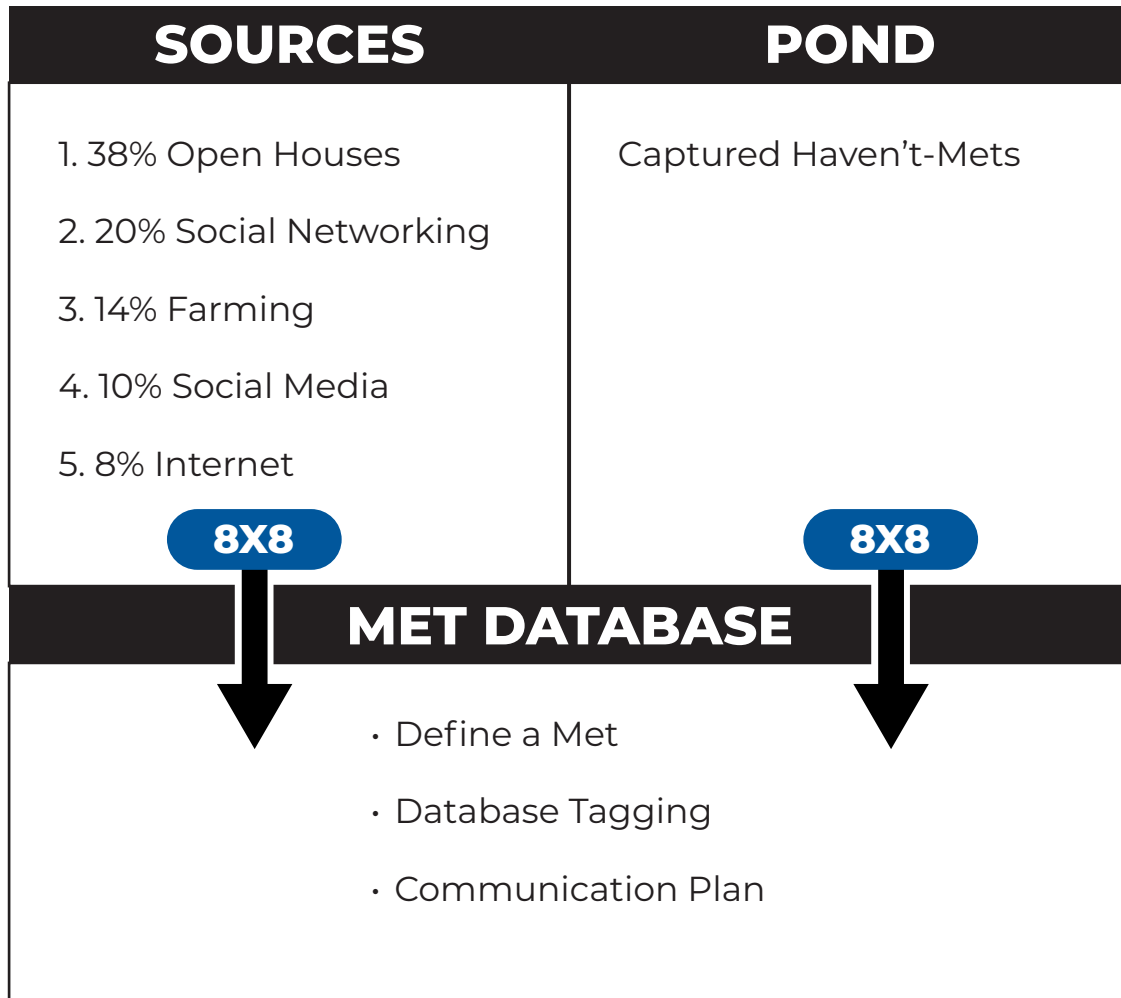# LEAD ARENAS

There are three major arenas or stages that leads can exist in, called "lead arenas". These arenas will help you categorize your leads and identify where they are in their journey to becoming a productive part of your database.

SOURCES	POND
1. 38% Open Houses 2. 20% Social Networking 3. 14% Farming 4. 10% Social Media 5. 8% Internet	Captured Haven't-Mets

8X8   **8X8**

MET DATABASE

- Define a Met
- Database Tagging
- Communication Plan

If you're going to have an amazing Met Database, there are three things you have to focus on.

1. Defining clearly what a "met" is.
2. Have a very clear tagging system.
3. Have an amazing communication plan.