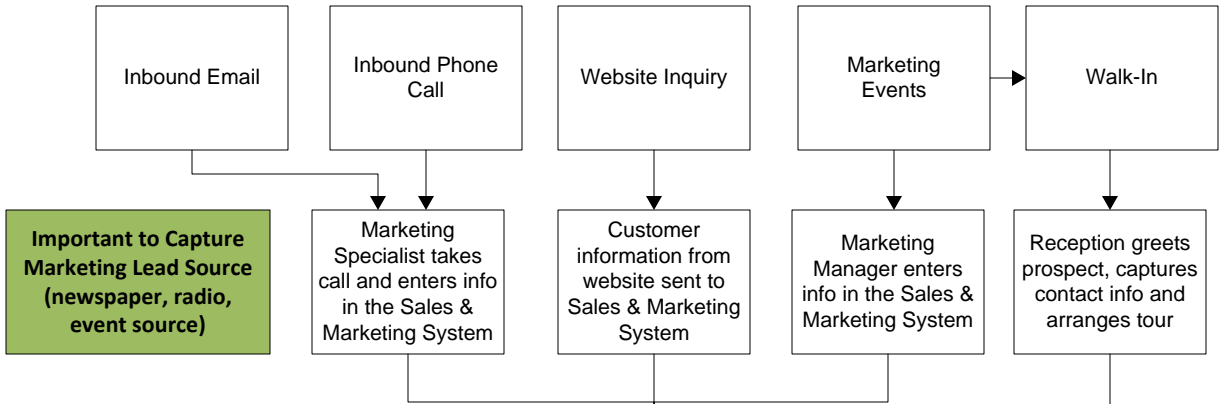


Inquiry



Qualify

Qualification Terminology

Qualification Terminology	Move-in Time
Urgent Need	Immediate
Very Interested (Final Decision Process)	1 Month or Less
Highly Interested	1-3 Months
Interested	4-6 Months
Waiting to Sell Home	6 Months to 1 Year
Just Thinking About It	More Than 1 Year
Preliminary Search	Unknown
Unqualified Unknown	Unknown
Nurture Program (No Immediate Need)	Unknown
Do Not Contact	N/A

Marketing Specialist conducts face-to-face or phone-based interview, captures hot buttons, builds rapport and qualifies opportunity

Invite prospect to Home Tour

Accept — Decline

Follow-up

Nurture Marketing Process (another process to be defined)

Tour & Close

Marketing Specialist builds tour plan & calls to confirm tour

Marketing Specialist conducts tour and notes prospect's feedback

Marketing Specialist conducts tour debriefing

Ready to close

Close and confirm move-in dates

Prepare resident agreements

Book medical assessment

Book follow-up and retour

Schedule personal visit to prospect's home

Evaluate objections

Creative follow-up

