**Tags in Command**

Note: You can (and should) apply more than 1 tag to any given contact. Tag ideas:

**SOI** - people you already know, contacts in your cell phone, social media, etc.

**Open House** - a lead that you met while conducting an open house

**Nurture** - people who will likely buy or sell in 6 months or greater. This applies to any contact who doesn’t fit into another more specific tag.

**Internet:** Leads you get from various online sources

**Hot** - people who plan to buy or sell within 6 months

**Buyer** - an active buyer in a signed agreement with you

**Seller** - an active seller in a signed agreement with you

**Bought** - a buyer you have successfully helped close on a deal

**Sold** - a seller you have successfully helped close on a deal

**Investor** - somebody who buys and sells real estate for investment purposes

**Recruit** - another agent who you intend to bring to Keller Williams

**Agent** - another agent who you know and/or have worked with

**Vendor** - another business professional who you may provide referrals to, and who may provide referrals to you

**2021** - The year they bought/sold a property with you. This is great for anniversary cards!

**Lead** - When adding a contact into KW Command, you can select a box that indicates “Lead”. This is when you have 1-way communication (you’re reaching out to them, but they’re not necessarily responding yet).

Note: You can create your own custom tags in Command so that you can easily organize, filter and search for specific people. Think of anyway, now or in the future, that you may want to sort your leads. My advice, keep it simple and don't create too many custom tags.