

# What Counts as a Contact?

A conversation or reach out that is working towards building an authentic relationship with someone you'd trust to do business with.

- Any Two-Way Communication: Anytime, anywhere you connect live with someone - positive outcome or not
- Via Call, Text, Email, DM or In Person - If they respond, it counts
- If you've talked within the past 12 months, then a reach out without response counts for the next 3 quarters

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REAL ESTATE MUST COME UP IN THE CONVERSATION AT LEAST 1 TIME A YEAR