

Status definitions

bludoor

A quick reference for what every status means, when to use it, and the job it's doing in your pipeline.

QUICK REFERENCE
V2.2 · 2026

STATUS	USE WHEN	GOAL
Engagement		
● New	Brand new lead. No contact made.	First contact
● Qualify	Unresponsive lead. No meaningful conversation.	Start conversation
● Watch	Future opportunity with an established timeframe.	Maintain relationship
Agent		
● Active	A two-way conversation is happening.	Determine next step
● Prime	Hot opportunity or active client.	Maintain momentum
Transactional & system		
● Pending	Under contract.	Track transaction
● Closed	Transaction completed.	Track results
● Archived	No active follow-up needed.	Stay organized
● Junk	Invalid, spam, or bad data.	Remove from workflow
● Do Not Contact	Requested no contact.	Stop communication

Three status types answer one question — **who drives follow-up:** you, automation, or nobody. See the playbook for action plans, filters, and tags.

Bludoor · Capture, Engage, Close