

# How to Delete a lead in AgentRoof CRM?

## What Happens When a Lead Is Deleted?

Deleting a lead removes the lead from the active CRM records and makes it no longer visible on the CRM page.

AgentRoof CRM uses a soft-delete process. If the same lead is recreated using the exact same primary contact information, such as the same email address or phone number, previously associated information—including notes, action plans, and email history—can be restored.

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## Method 1: Delete a Lead from the CRM Page

### Steps

1. Navigate to **CRM**.
2. Select the checkbox next to the lead you want to delete.
3. Go to the more option
4. Click the **Delete** button.
5. Review the confirmation message.
6. Click **Yes** to confirm the deletion.

The selected lead will be deleted successfully.

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## Method 2: Delete a Lead from the Lead Profile Page

You can also delete a lead directly from its profile page.

### Steps

1. Navigate to **CRM**.
2. Open the desired lead record.
3. Click the **Profile** tab.
4. Scroll down and click **Delete Lead**.
5. Review the confirmation message.
6. Click **Yes** to confirm the deletion.

The selected lead will be deleted successfully.

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**“ Note**

Deleting a lead does not permanently erase all associated information from the system. AgentRoof CRM uses a soft-delete mechanism to preserve historical data for future restoration if the same lead is recreated.

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## Conclusion

You have successfully learned how to delete leads from the CRM page and the Lead Profile page in AgentRoof CRM.

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