

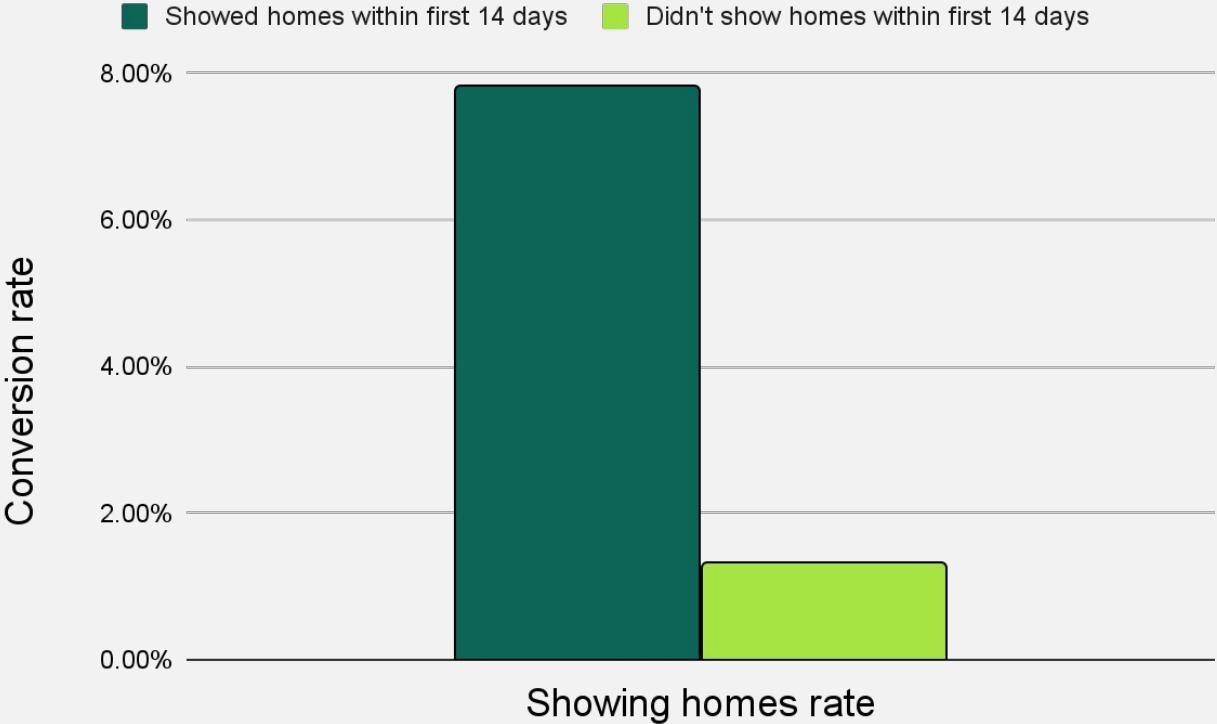


April 2025:  
Pro+ Partner Webinar



# The Biggest Markers of Success

# Showing homes within the first 14 days...



**When you accept a warm transfer, how much more likely are you to transact with the consumer?**



**2.5X**

# Key metrics – minimum standards

**Response Time**

< 60 seconds

**Update Rate**

100%

**Showing  
Homes Rate**

18%

**Conversion  
Rate**

3%

# 3 questions the CER asks the consumer on the line



Home to sell?



Committed to agent?



Buy or rent?

# 5 key things the agent needs to do when they get on the line



Smile!  
"I'm a local  
Movoto realtor"



Get enough info in order to  
identify switch properties



Ask for  
appointment



"Here's what will  
happen next"



Set hard  
appointment

# Call scorecard



GREETING	SCORE
1. Does the agent introduce themselves with their name and team?	_____
2. Does the agent mention they are a “local Movoto agent”?	_____
3. Does the agent sound enthusiastic/upbeat?	_____
SETTING THE APPOINTMENT AND CONNECT, SET, LEARN	
4. Does the agent immediately offer two date/time options to tour the home?	_____
5. Does the agent inquire about what motivated the consumer to tour this home?	_____
6. Based on question 5, does the agent ask if the consumer would like to see other similar homes when they meet?	_____
ENDING WITH ACTION	
7. Does the agent end the phone call with a plan of action and say they will send a follow-up text?	_____
8. Does the agent say they will call the consumer back to confirm the appointment time?	_____
9. Are there distractions on the call? (background noise/delay/at a computer)?	_____
10. If you were the consumer, do you want to work with this agent?	_____
<b>TOTAL</b>	_____/10

Listing price: \$322,896



Closing price: \$775,000



# Pro+ Panel: The Kazarian Team



**Harry Kazarian**

Team Lead



**Mikael Khaldi**

Top Agent



**Lori Sutherland**

Top Agent



## Next steps:

- Join our **exclusive** Movoto Pro+ Facebook group
- Master Class ft. Debbie De Grote - May 13 at 11am CT

**Movoto Support**  
866.973.1703  
[support@movoto.com](mailto:support@movoto.com)