April: Movoto Pro+
Partner Webinar

OJO is now Movoto!

Agenda

What does the Movoto journey look like?

3:5:3

movoto

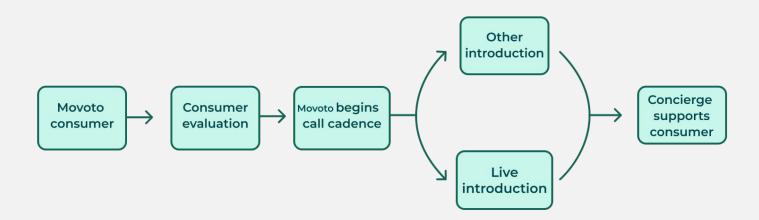There are **three** questions the CER asks the consumer on the line:

1. Do you have a home to sell?
2. Are you under contract or committed to a real estate agent?
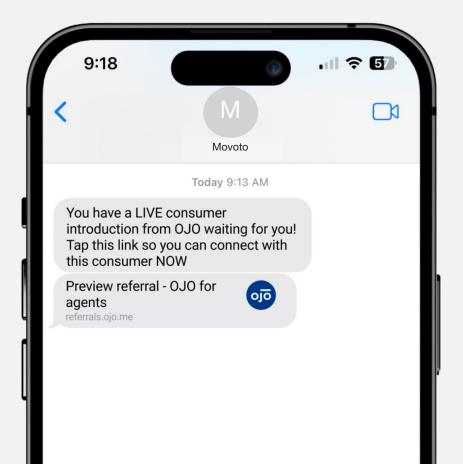3. Are you looking to buy or rent?

Buyer/seller opportunity flow

What's happening behind the scenes

```
Movoto          →    Consumer      →   Movoto begins  ──┐
consumer             evaluation         call cadence    │
                                                         ├──→  Other
                                                         │     introduction ──┐
                                                         │                    ├──→  Concierge
                                                         └──→  Live           │     supports
                                                               introduction ──┘     consumer
```

movoto

Agent opportunity flow

movoto

3:5:3

There are **five** key things the agent needs to do when they get on the line:

1. Smile: "Hi, my name is _____ and I'm a local realtor right here in _____."

2. Ask for the appointment: "When is a good time to go check out the property?"

3. Set a hard appointment: "Ok, I will see you tomorrow at 3pm. I'm going to confirm that this time works for the seller."

4. Get enough info from the consumer to be able to provide them with a switch property: "What interests you about this property in particular?"

5. Tell them exactly what will happen next.

movoto

Call scorecard

GREETING	SCORE
1. Does the agent say 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 inquire about other potential homes the buyer may own?	_____
5. Does the agent immediately ask when the buyer would like to go tour the home?	_____
6. Does the agent inquire about what motivated the consumer to tour this home?	_____
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?	_____
TOTAL	_____/10

3:5:3

There are **three** potential outcomes:

1. "Hey, great news! That time works for the seller. See you tomorrow at 3pm!"

2. "That property is not available at the requested time."

   a. Change the appointment time

   b. Identify a switch property you can show them at the same time you already
      scheduled for

3. Good news/ bad news: "The bad news is this property is no longer available; it
   had 25 offers and sold for $200k over the asking price. The good news is now that
   you've met me, that's the last time this will happen. Let's meet at the Starbucks on
   the corner tomorrow at 3pm to talk more. I am going to leverage my network and
   work for you to find the home you want."

movoto

Pro+ training resources

How to effectively navigate a live introduction

Approach live transfers the same way you handle outbound calls.
Focus on building rapport and remember, you are trying to win their business.

1 CONNECT

Quickly build rapport and earn trust

"Hi, I'm [full name] with [team name]. I'm a local agent with [x] years of experience."

2 SET

Schedule the appointment

"I see you're interested in [address]. When are you available to go see this property?"

3 LEARN

Learn about their motivations

"I'm eager to learn about what interested you in this specific property."

Script library

Script:

"When a lead offer text doesn't have the address listed with it"

Agent awards

Team with highest attendance in March Pro+ Partner Webinar...

Heller Real Estate Group

Warm transfer success rate 📈

1 **Strata Group**
- 28 days ago: 71.4%
- Now: 100%
- % increased: 40%

2 **Diane McConaghy Team**
- 28 days ago: 78.6%
- Now: 100%
- % increased: 27.3%

3 **The Carin Nguyen Real Estate Network**
- 28 days ago: 87.5%
- Now: 100%
- % increased: 14.3%

4 **Kathy Burch Team**
- 28 days ago: 90.9%
- Now: 100%
- % increased: 10%

5 **Real Estate For A CAUSE - Detroit**
- 28 days ago: 91.3%
- Now: 100%
- % increased: 9.5%

6 **The Rhodes Team**
- 28 days ago: 96%
- Now: 100%
- % increased: 4.2%

7 **Ben Kinney Team @ Keller Williams Realty**
- 28 days ago: 96.2%
- Now: 100%
- % increased: 4%

8 **Tidal Realty Partners**
- 28 days ago: 100%
- Now: 100%
- % increased: 0%

9 **Lamica Realty**
- 28 days ago: 100%
- Now: 100%
- % increased: 0%

10 **MPR Group**
- 28 days ago: 100%
- Now: 100%
- % increased: 0%

Congratulations to these Pro+ teams!

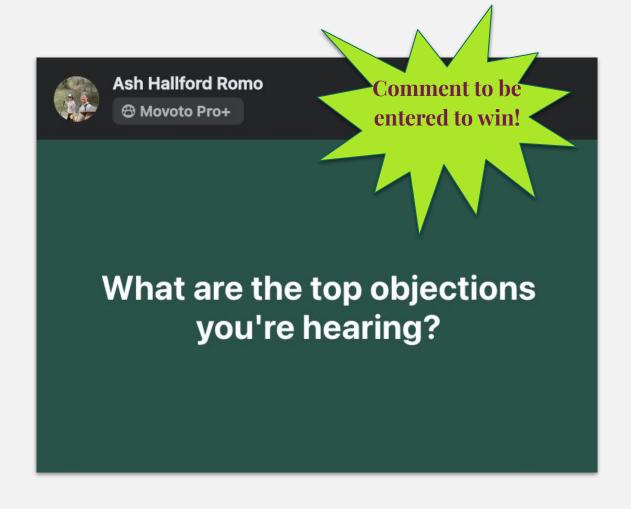| Team Name	In Contract %
Mike Quail Home Selling Team	12.5%
Sweet Group Realty	9.1%
Team Montieth	7.1%
Choose Charlie Real Estate Team	7.0%
Amy Wastler Team Delaware	6.2%

Pro+ team challenge…

The team to have the biggest jump in improvement in…

- **Accept rate**
- **Showing homes rate**

…will win a box of OJO/Movoto merch for their whole team!

Movoto Pro+
Facebook group

Pro+ panel

Alex Rivlin

Team Lead

The Rivlin Group

Spring Bengtzen

Team Lead

Utah Life Real Estate Group