



# August: Movoto Pro+ Partner Webinar



# Agenda

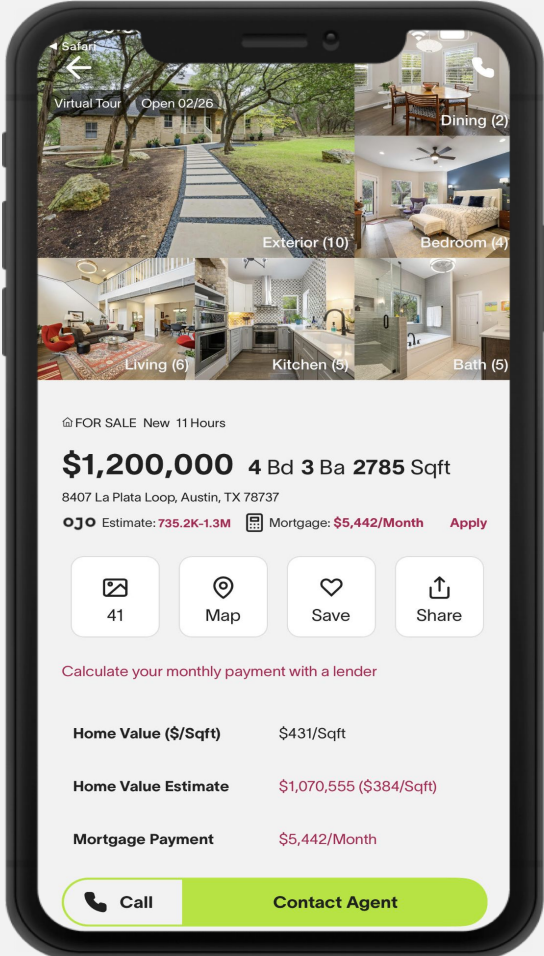
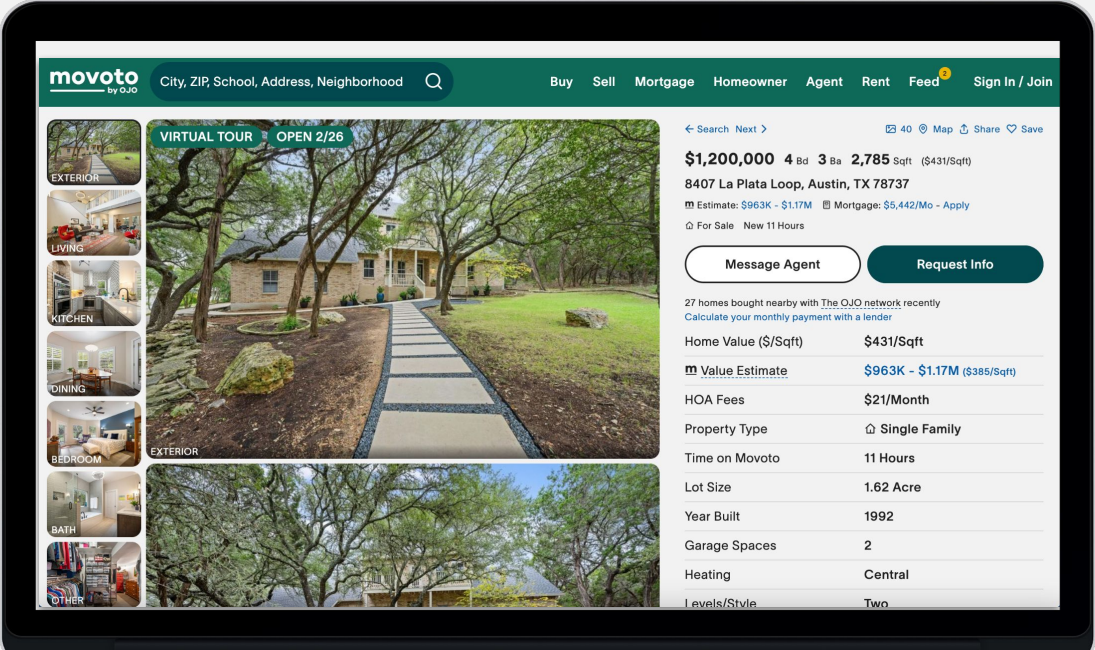
**REMINDER:** The Pro+ team with the highest percentage of their team in attendance today will win a box of Movoto merch!

- 01 Welcome
- 02 Movoto Journey
- 03 Industry Changes and Value Propositions
- 04 Dashboard Updates
- 05 The Biggest Markers of Success
- 06 Agent Leaderboard
- 07 Would You Accept This Lead?
- 08 Pro+ Panel and Q&A

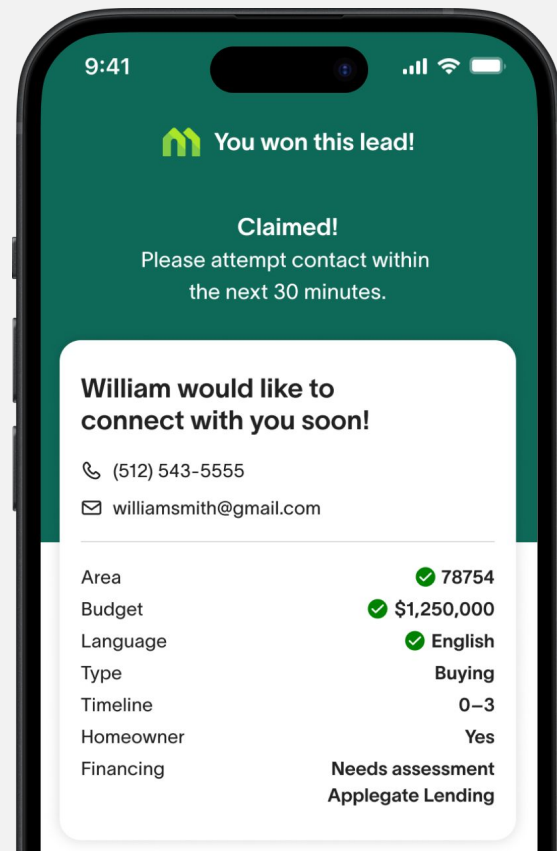
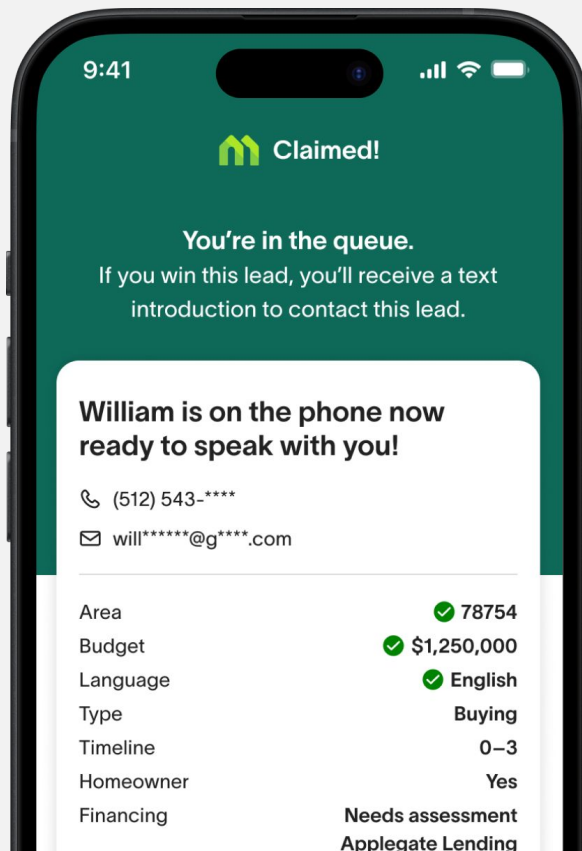
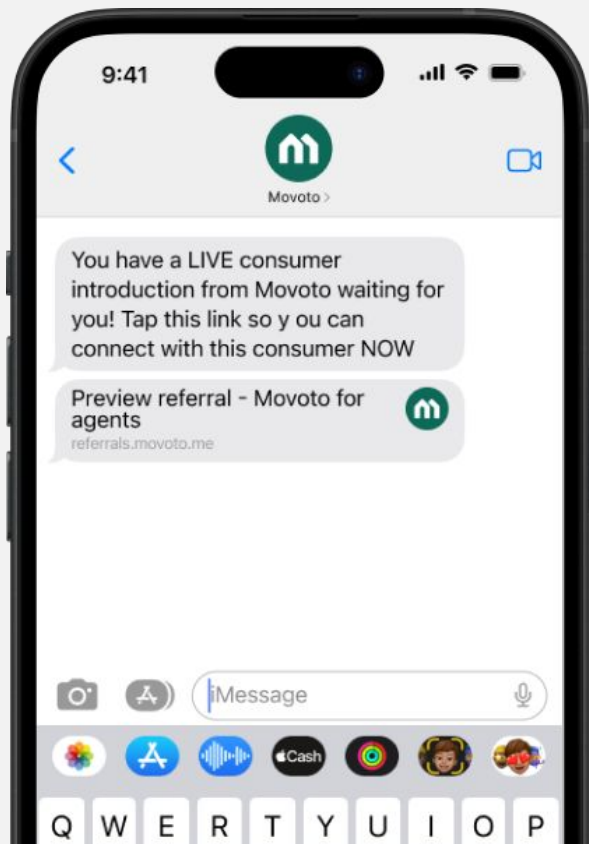


# Movoto Journey

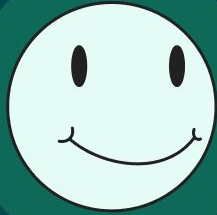
# Consumers find a home they like and click “Message Agent” or “Request info”



# Agent opportunity flow



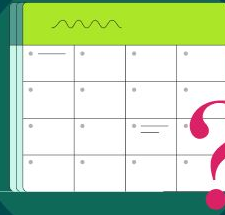
# 5 key things the agent needs to do when they get on the line



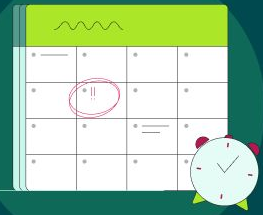
Smile!  
"I'm a local realtor"



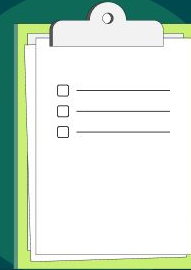
Get enough info in order to identify switch properties



Ask for appointment

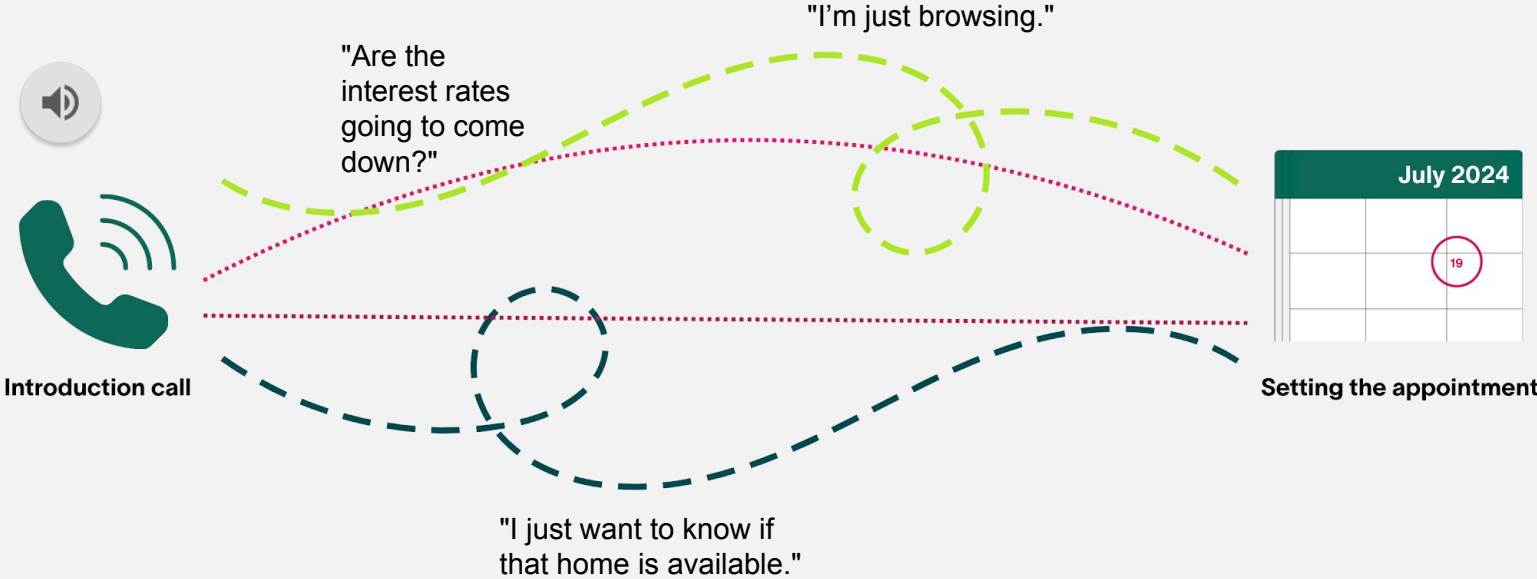


Set hard appointment



Here's what will happen next

# The path to setting an appointment is not always linear





# Industry Changes and Value Propositions



# DOs and DON'Ts

The best agents follow these guidelines in preparation for the upcoming industry changes

## DO

Have your value proposition ready to share so your consumers know what sets you apart from the competition

Read and understand the contract consumers will be signing so you can confidently answer questions

Have answers prepared for the following questions a consumer may ask:

1. Will you do it for less?
2. What if we aren't happy?
3. What if we find a property on our own
4. What do you do that's different from other agents?

## DON'T

Don't wait to create a value proposition once you are speaking with a consumer

Don't expect your consumer to sign something if you don't have answers to their questions

Don't lose an opportunity because you didn't know how to handle the industry changes

Don't discuss your commission over the phone

Don't discuss changes or rules on the initial call; the goal is to set a face-to-face appointment

Don't assume the buyer is aware of any process changes

# How the Movoto Touring Agreement Works

## Consumer Introduced

You're introduced to a consumer via live or non-live transfer. Either way, use your first call to **Connect** and build rapport, **Set** an appointment, and **Learn** more about the consumer's goals

## Email Sent to Consumer

Email re-introduces you, highlights the value of agent representation, and includes a **call-to-action to sign the agreement**

## Notification Sent to You

Regardless of the agreement status, you'll receive an email notification within 24 hrs. You'll also see the status in your Agent Dashboard

Whether the consumer has seen/acknowledged the agreement or not, **don't let this prevent you from setting or attending an appointment**

## Meet With Consumer

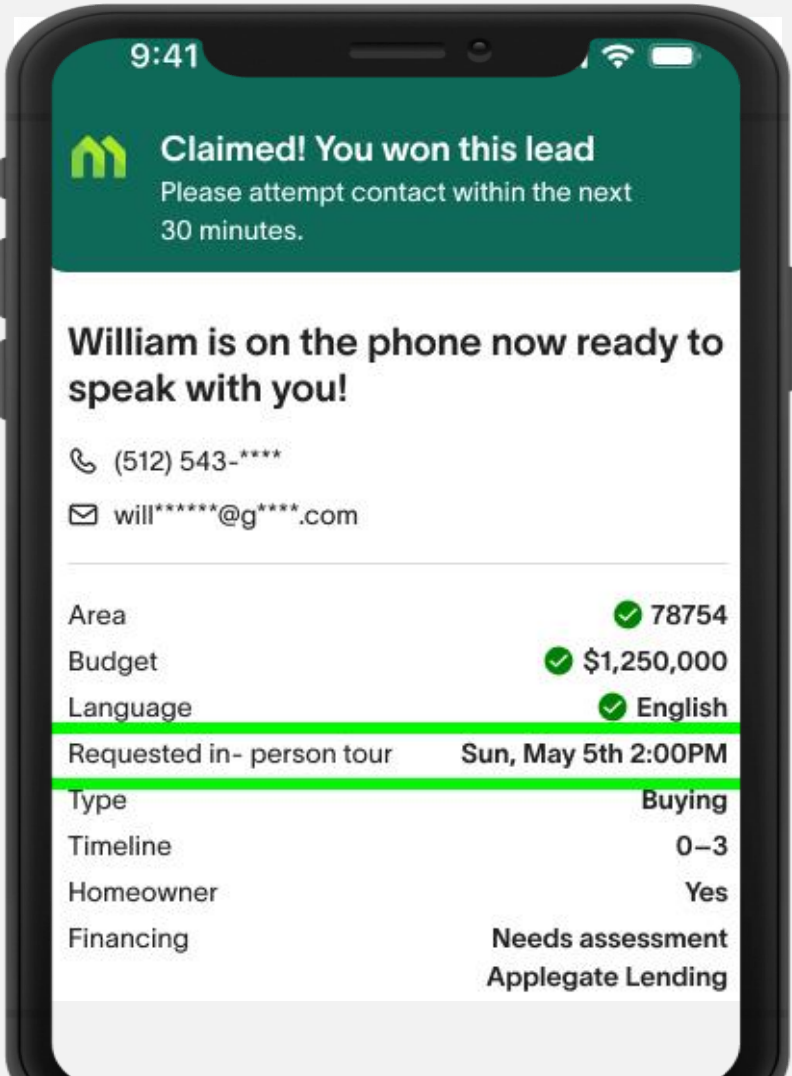
Use your appointment to build further trust and rapport, demonstrate your value proposition, and **follow whatever procedure your team/brokerage/association requires**



# Dashboard Updates

# Consumer tour request

The lead offer screen contains valuable data to help inform your approach with the client



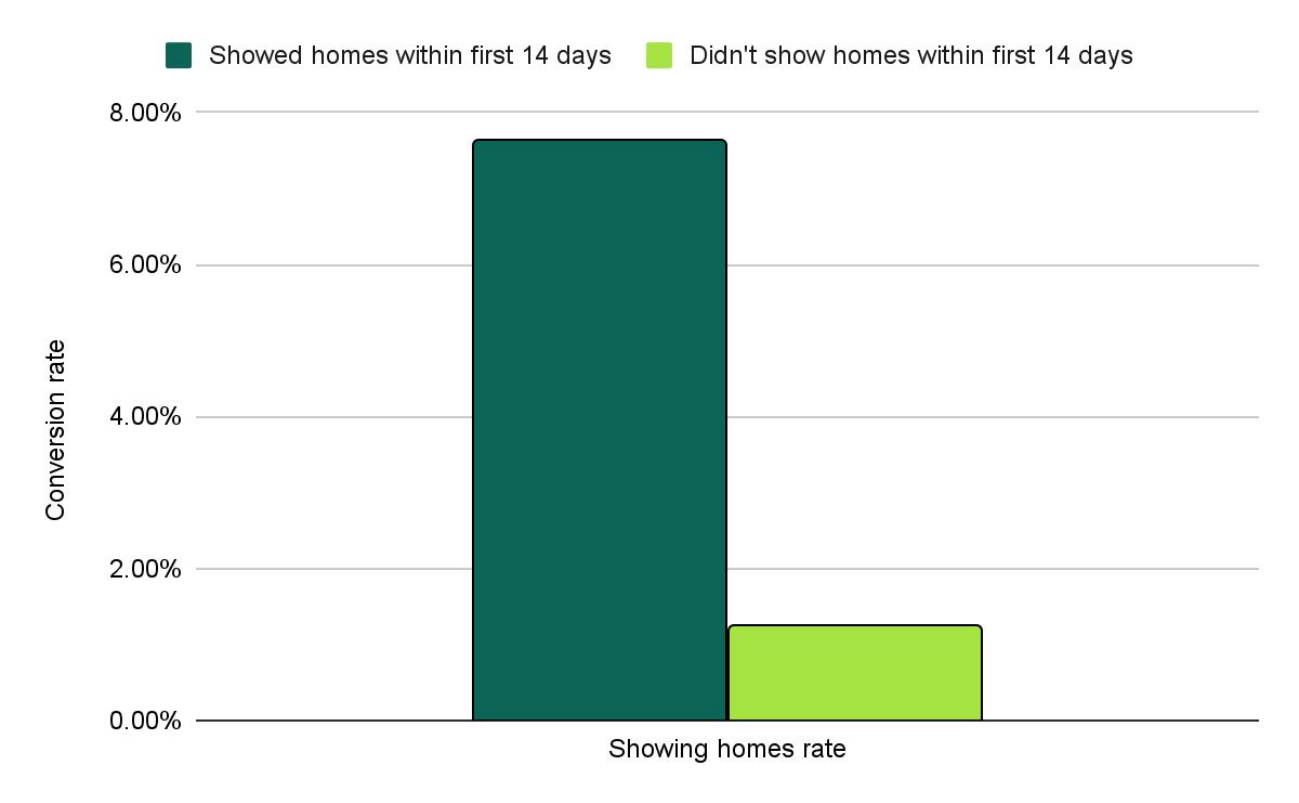
# Client notes in agent dashboard

When one agent on your team reassigns a client to another agent, all client notes will remain attached to the consumer's record, giving the new agent all the context needed to jump right in



# 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?

5X

Great agents  
don't coast in  
the summer!



ojo



# Agent Leaderboard

Team Name	In Contract %
Choose Charlie Real Estate Team	8.5 %
Keller Williams SouthPark	6.6 %
Mike Quail Home Selling Team	6.4 %
The Misty SOLDwisch Home Selling Team	6.2%
Josh Hutchinson Realty Team	5.9 %

# Movoto Pro+ top-performing teams

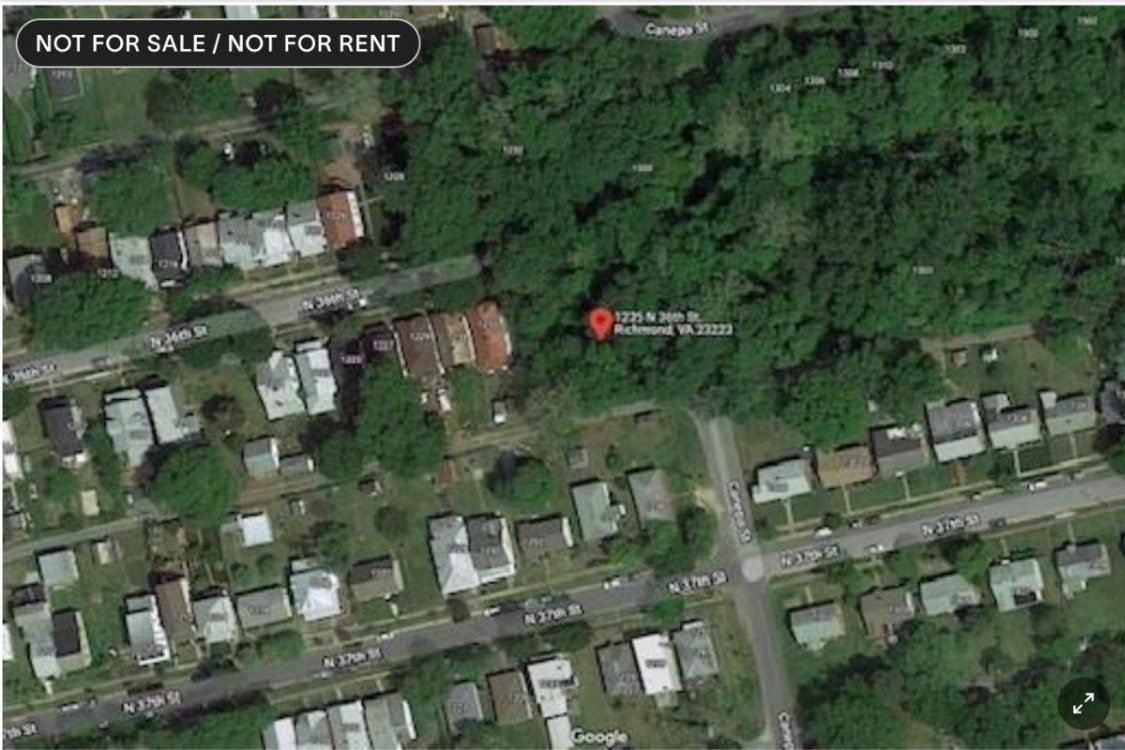
Ranking	Agent Team Name	Closed or Pending Transactions	Conversion Rate Trend
1st	ChuckTown Homes - Greenville	23	3.54%
2nd	The Minnesota Real Estate Team	21	2.68%
3rd	Stephen Cooley Real Estate	19	3.06%

Agent Team Name	Showing Homes Rate	Number of Relationships
Hannan Grandmont Team	38.11%	328
The Gonzalez Property Group	29.41%	17
The Modern Group with eXp	27.50%	240

Agent Team Name	Warm Tranfer Success Leaderboard	Number of Introduction Attempts
The Gordon Watson Team	100.00%	36
The Ron Sawyer Team	100.00%	65
Kinetic Real Estate	100.00%	25
FORTIFY GROUP	100.00%	27

Would you  
accept this  
lead?

# Listing price: \$35,453



[← Back](#) [Next →](#)

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**\$35,453** Est **0.25 Acre** \$319K/Acre

1235 N 36th St, Richmond, VA 23223

[m](#) Est: \$35.4K [i](#) Mtg: \$177/Mo - [Get Preapproved](#)

[📍](#) Lot/Land - Public Record - Not For Sale / Not For Rent

Message Agent

I'm the Owner

[🔔](#) Notify me when similar homes go for sale

[Movoto](#) is helping 124 homebuyers near you

## Property Details

[Movoto Estimate](#)  
**\$35,453**

[🏠](#) Lot Size  
**0.25 Acre**

Neighborhood  
**Oakwood**

[👤](#) GreatSchool Score  
**1/10 to 10/10**



# Closing price: \$473,000

SOLD ON 07/08/2024



< Back Next >

Edit Map Share Save

**\$473,000** 4 Bd 2 Ba 2,558 Sqft \$185/Sqft

501 W Marshall St, Richmond, VA 23220

AVM: \$460K m Est: \$474K Mtg: \$2,360/Mo - Get Preapproved

House - Sold in 76 Days on 07/08/2024

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Movoto is helping 124 homebuyers near you

Details

Key Insights

Description

Location

>



Richmond is **HOT**



Homes likely to be in contract in 23 days

Connect with a Real Estate Agent

## Property Details

AVM Estimate  
**\$460,000**



Movoto Estimate  
**\$474,408**



# Listing price: \$125,000

SOLD ON 12/28/2021



**\$125,000** 2 Bd 1 Ba 1,380 Sqft \$91/Sqft

104 Fitchburg Rd, Ashburnham, MA 01430

AVM: **\$133K** m Est: **\$228K** Mtg: **\$624/Mo** - [Get Preapproved](#)

🏠 House - Sold in 149 Days on 12/28/2021

Message Agent

I'm the Owner

[🔔 Notify me when similar homes go for sale](#)

Learn about Ashburnham's top [local Real Estate agents](#)

Details

Key Insights

Description

Location



## Property Details

AVM Estimate  
**\$133,000**



Movoto Estimate  
**\$228,553**



Lot Size  
**0.53 Acre**



Built  
**1950**



Mortgage Payment  
**\$624/Month**



# Closing price: \$459,000



[< Back](#) [Next >](#) [Edit](#) [Map](#) [Share](#) [Save](#)

**\$459,000** 3 Bd 1 Ba 1,270 Sqft \$361/Sqft

4 Willow Ave #2, Salem, MA 01970

**m** Est: \$461K **m** Mtg: \$2,290/Mo - [Get Preapproved](#)

**m** Condominium - Sold in 47 Days on 12/04/2023

Message Agent

I'm the Owner

[Notify me when similar homes go for sale](#)

Movoto is helping 18 homebuyers near you

Details

Key Insights

Description

Location



Salem is **VERY HOT**



Homes likely to be in contract in 13 days

Connect with a Real Estate Agent



# Listing price: \$368,000



< Back Next > Edit Map Share Save

**\$368,000** Est 3 Bd 2 Ba

1320 Route 57, Mansfield Twp, NJ 07865

AVM: \$368K Mtg: \$1,746/Mo - Get Preapproved

Multi-family - Public Record - Not For Sale / Not For Rent

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Learn about Mansfield Twp's top local Real Estate agents

Details

Key Insights

Location

Payment

## Property Details

AVM Estimate  
**\$368,000**

Lot Size  
**1.51 Acre**

Built  
**1966**

GreatSchool Score  
**2/10 to 5/10**

Mortgage Payment  
**\$1,746/Month**

# Closing price: \$630,007



< Back Next > Edit Map Share Save

**\$630,007** 4 Bd — Ba

30 Linn Smith Rd, Augusta, NJ 07822

AVM: \$632K 📄 Mtg: \$3,144/Mo - [Get Preapproved](#)

🏠 Other - Sold on 05/15/2024

Message Agent

I'm the Owner

🔔 [Notify me when similar homes go for sale](#)

[Learn about Augusta's top local Real Estate agents](#)

Details

Key Insights

Description

Location



## Property Details

AVM Estimate

**\$632,000**



Lot Size

**6.66 Acre**



GreatSchool Score

**5/10 to 7/10**



Mortgage Payment

**\$3,144/Month**



📄 [Get Preapproved](#)

3577

# Pro+ Panel



**Simon Simaan**

Team Lead

The Simon Simaan Group



**Anthony Posevitz**

Leads Director

Elevate

**m**ovoto