



ojo

# OJO Pro+ Partner Webinar

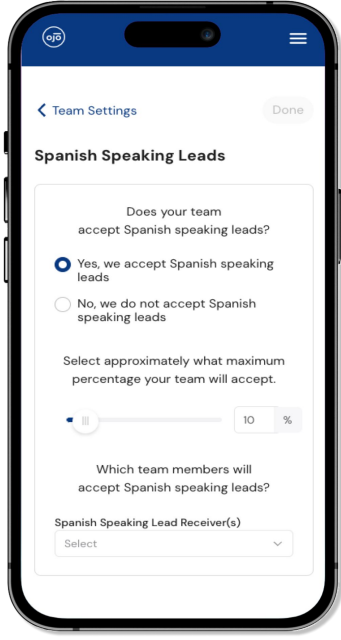
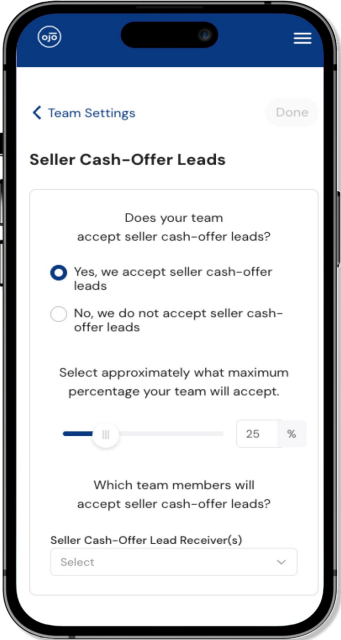
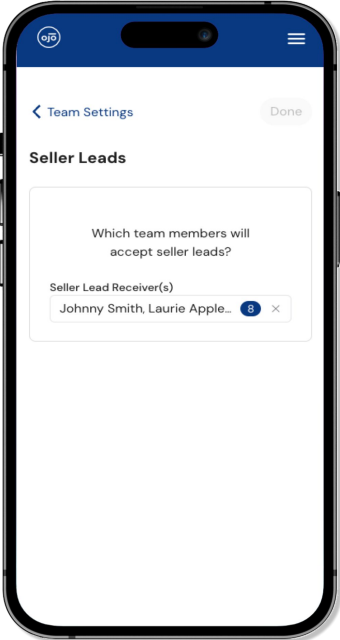
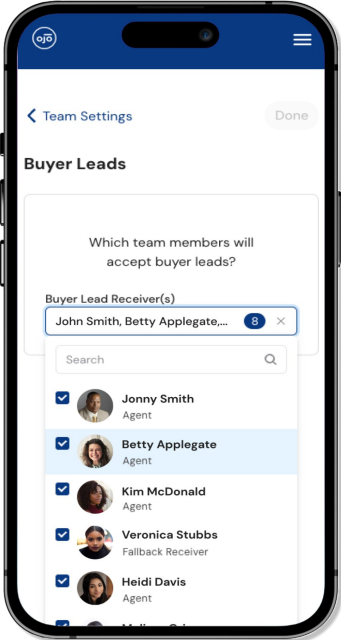
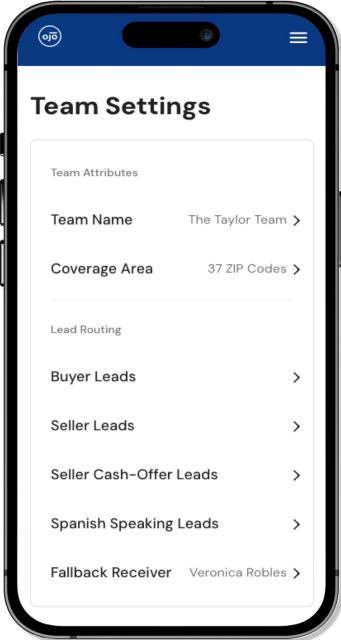
Jerimiah Taylor | 12.15.23



# Agenda

- 01 Welcome | 5 min
- 02 Lead routing | 5 min
- 02 Best practices & call recordings | 10 min
- 03 Leaderboard | 5 min
- 04 Pro+ panel and Q&A | 30 min
- 05 Would you accept this lead? | 5 min

# Lead routing



# ISA best practices

Two Categories:



**Getting a call from a consumer who found you or a property online**



**Calling a consumer who was browsing online and filled out a lead form**

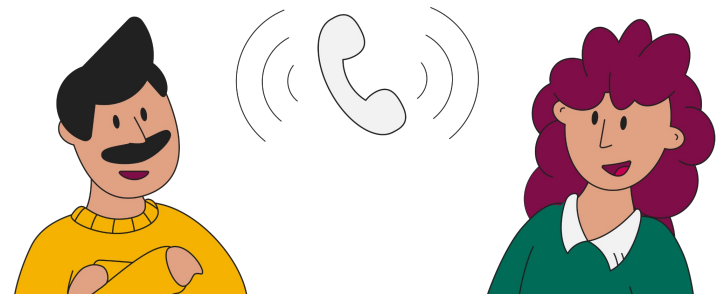
# Inbound vs. outbound

When we make a call: 

- They are not expecting us
- Focus on making a positive first impression, with a big smile on our face, high energy, and coming from a place of service

When we get a call: 

- We may not be prepared
- We often say “How can we help you?”
- Some agents even start from a defensive place





## Don'ts:

- Treat the call like you would if the consumer was calling you
- Act like you are being interrupted and aren't prepared



## Dos:

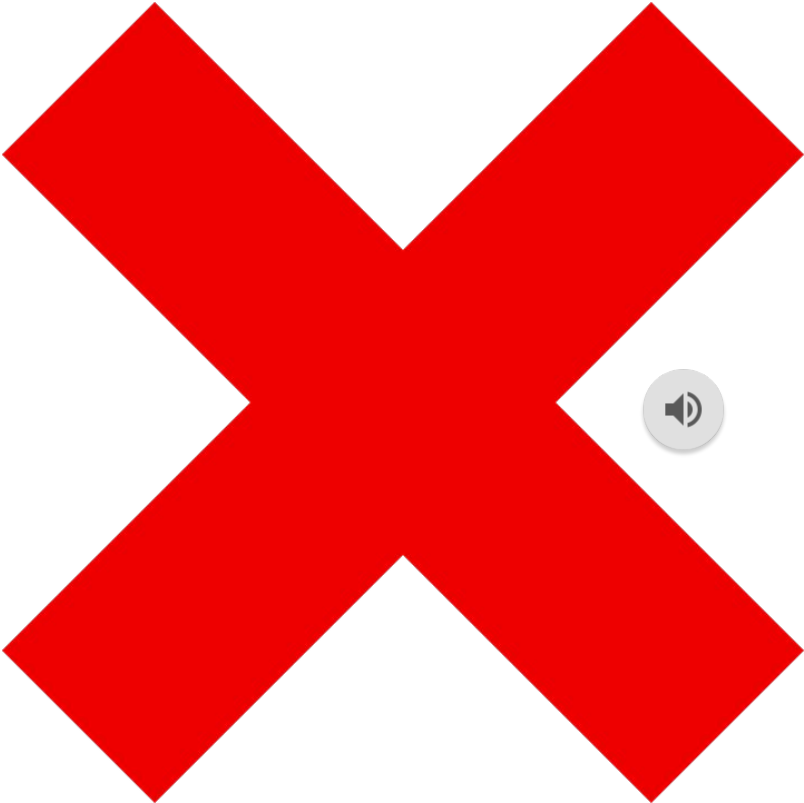
- The thought of making a positive first impression should always be on your radar



## Reminders:

- When you get a live transfer, remember that a consumer is not calling you
  - You are calling them, meaning that Movoto/OJO called the consumer after they filled out a lead form and we are now bringing you on the line. **This is the same as you calling them.**

# Call recording





## How to win them over quickly while establishing trust and rapport:

- **Have a big smile on your face**
- **Be enthusiastic and friendly**
- **Bring the energy**
- **Introduce yourself and tell them why they are being connected to you and that you are excited to help them**
- **Give them what they want**
- **Don't start peppering them with questions**
- **After you set an appointment, tell them again who you are and that you will text them all your contact information as soon as you hang up**
- **Send them a video via text – “Hi! I just wanted to put a face with my name so when we meet, you’ll know who to expect, I look forward to helping you.”**





Connect

Connect with your client by showing enthusiasm and by matching their tone, rate of speech, and volume



Set

Set an in-person appointment with your client to help earn their trust and build rapport



Learn

Learn by asking questions to uncover the client's motivations, wants and needs

ojo



Pro+ leaderboard

# OJO Pro+ top-performing teams

| Ranking    | Agent Team Name                  | In Contract and Closed Count |
|------------|----------------------------------|------------------------------|
| <b>1st</b> | The Robert Dekanski Team         | 13                           |
| <b>2nd</b> | Lamacchia Realty Relocation Dept | 11                           |
| <b>T3</b>  | Stephen Cooley Real Estate       | 10                           |
|            | Choice Realty Group              | 9                            |
|            | Tami Holmes Realty               | 9                            |
|            | ChuckTown Homes - Greenville     | 9                            |
|            | Landro Fox Cities Realty         | 9                            |
|            | Expansion Group                  | 9                            |

| Agent Team Name                   | Showing Homes Rate | Number of Gross Leads |
|-----------------------------------|--------------------|-----------------------|
| The Kulaga Team                   | 63.22%             | 87                    |
| Hannan Grandmont Team             | 42.86%             | 49                    |
| Carrena Realty                    | 41.94%             | 31                    |
| Genid Group                       | 36.25%             | 240                   |
| Real Estate For A CAUSE - Lansing | 36.07%             | 122                   |
| JerseyLiving                      | 35.71%             | 98                    |

# OJO Pro+ top-performing teams

| 1  | Agent Team Name                      | Close Rate |
|----|--------------------------------------|------------|
| 2  | Clarkson Realty Group                | 11.11%     |
| 3  | Stowe Team                           | 11.11%     |
| 4  | Ryan Davis Group                     | 10.53%     |
| 5  | The Novak Team                       | 10.00%     |
| 6  | The Torrance Group-GA                | 9.52%      |
| 7  | The Carin Nguyen Real Estate Network | 8.33%      |
| 8  | The Bucher Group                     | 8.33%      |
| 9  | Jason Baker Team                     | 7.69%      |
| 10 | The Alex Owens Team                  | 7.14%      |

# Pro+ panel



**Jo Ferraro**

Team Lead | Ferraro Real Estate Team



**Christine Goines**

ISA | Ferraro Real Estate Team



**Mike Quail**

Team Lead | Mike Quail Home Selling Team



Would you  
accept this  
lead?

# Listing price: \$30,000



717 Grand St, Orlando, FL 32805

AVM: \$124K m Est: \$211K m Mtg: \$1,001/Mo

House - Public Record - Not For Sale

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

### Property Details 717 Grand St

AVM Estimate  
\$124,000



Movoto Estimate  
\$211,396



Year Built  
1926



GreatSchool Score  
1/10 to 7/10



Mortgage Payment  
\$1,001/Month



### Key Insights 717 Grand St



#### Days On Market

202 days on the market, compared to 48 days typically spent now

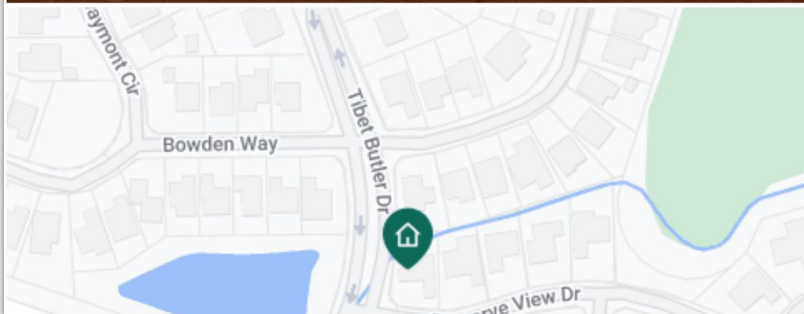


#### Below Market

Estimated for below Orlando

### Description 717 Grand St

# Closing price: \$1,010,000



← Back Next > Photos Map Share Save

**\$1,010,000** 4 Bd 4 Ba 3,196 Sqft \$316/Sqft

11357 Preserve View Dr, Windermere, FL 34786

AVM: \$1.09M Est: \$1.01M Mtg: \$4,783/Mo - Check your equity today!

House - Sold in 7 Days on 02/04/2022

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

## Property Details 11357 Preserve View Dr

AVM Estimate  
**\$1,096,000**

Movoto Estimate  
**\$1,010,152**



HOA Fees  
**\$240/Month**

Lot Size  
**0.35 Acre**



Year Built  
**2005**

Garage Spaces  
**2**



Neighborhood  
**Keenes Pointe**

GreatSchool Score  
**6/10 to 10/10**



Rental Estimate  
**\$2,926/Month**

Mortgage Payment  
**\$4,783/Month**



Tap into your home equity!



# Listing price: \$100,000



269 Parker Farms Rd, Wallingford, CT 06492

[AVM: \\$299K](#) [m Est: \\$144K](#) [Mtg: \\$683/Mo](#)

🏠 House - Public Record - Not For Sale

Message Agent

I'm the Owner

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

Details

Key Insights

Description

Location

## Property Details 269 Parker Farms Rd

[AVM Estimate](#)  
**\$299,000**

[Movoto Estimate](#)  
**\$144,125**



Lot Size  
**0.55 Acre**

[Year Built](#)  
**1936**



[GreatSchool Score](#)  
**5/10 to 7/10**

[Mortgage Payment](#)  
**\$683/Month**

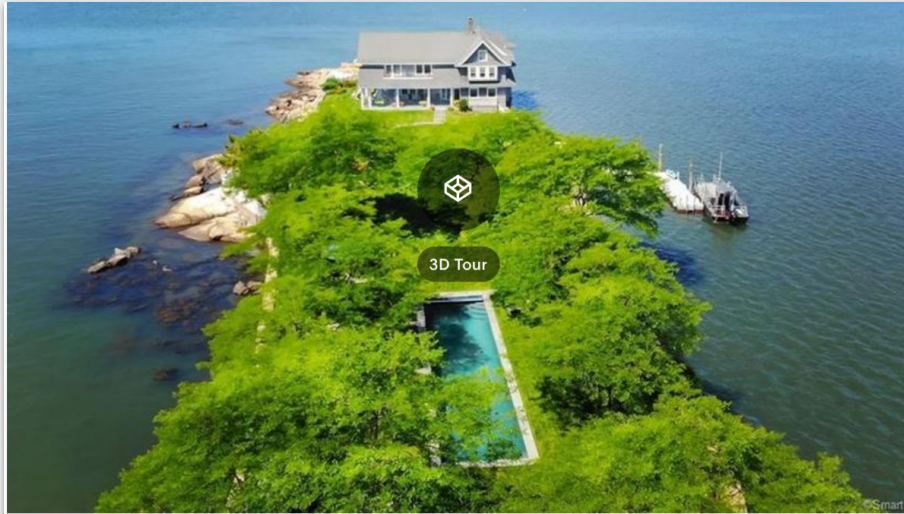


## Key Insights 269 Parker Farms Rd

📉 **Below Market Median**  
Estimated for \$144K, \$237K (72%)  
below Wallingford median

## Description 269 Parker Farms Rd

# Closing price: \$4,200,000



0 Potato Is, Branford, CT 06405

**Est:** \$2.27M **Mtg:** \$10,793/Mo - Check your equity today!

House - Public Record - Not For Sale

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 0 Potato Is

**Movoto Estimate**  
\$2,279,153



HOA Fees  
\$3/Month



Lot Size  
1.1 Acre



Year Built  
1912



Mortgage Payment  
\$10,793/Month



Tap into your home equity!

## Key Insights 0 Potato Is



Larger Home



More Bathroom

# Listing price: \$298,900



517 Calle Aragon #C, Laguna Woods, CA 92637

**Est:** \$419K **Mtg:** \$1,421/Mo - Check your equity today!

Stock Cooperative - Sold in 32 Days on 03/29/2021

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 517 Calle Aragon #C

Movoto Estimate

\$419,750

m

HOA Fees

\$602/Month



Year Built

1965

g

GreatSchool Score

5/10 to 5/10



Rental Estimate

\$3,150/Month

m

Mortgage Payment

\$1,421/Month



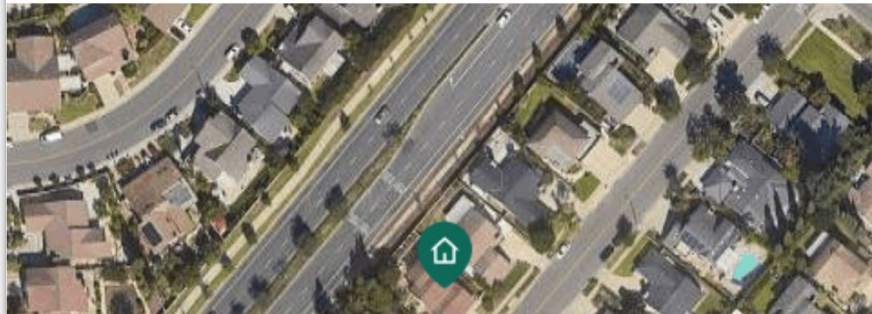
Tap into your home equity!

Show All Property Details



## Key Insights 517 Calle Aragon #C

# Closing price: \$1,088,000



15331 Nantes Cir, Irvine, CA 92604

AVM: \$1.42M m Est: \$1.63M Mtg: \$7,747/Mo - Check your equity today!

🏠 House - Public Record - Not For Sale

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 15331 Nantes Cir

AVM Estimate  
\$1,420,000



Movoto Estimate  
\$1,635,922



Lot Size  
6,052 Sqft



Year Built  
1971



Garage Spaces  
3



GreatSchool Score  
8/10 to 8/10



Rental Estimate  
\$5,075/Month



Mortgage Payment  
\$7,747/Month



🏠 Tap into your home equity!

## Key Insights 15331 Nantes Cir

# Listing price: \$279,900



158 Prospect Hill Rd, New Milford, CT 06776

AVM: \$573K m Est: \$759K Mtg: \$2,614/Mo - Check your equity today!

🏠 House - Sold on 02/14/2023

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 158 Prospect Hill Rd

AVM Estimate  
\$573,000



Movoto Estimate  
\$759,561



Lot Size  
1.4 Acre



Year Built  
1936



Garage Spaces  
2



GreatSchool Score  
4/10 to 6/10



Mortgage Payment  
\$2,614/Month

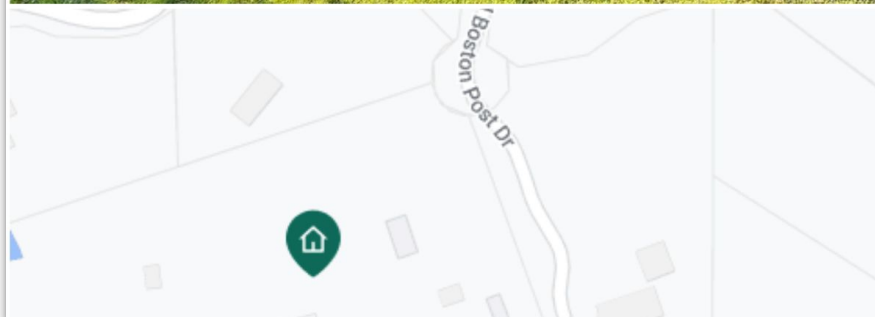
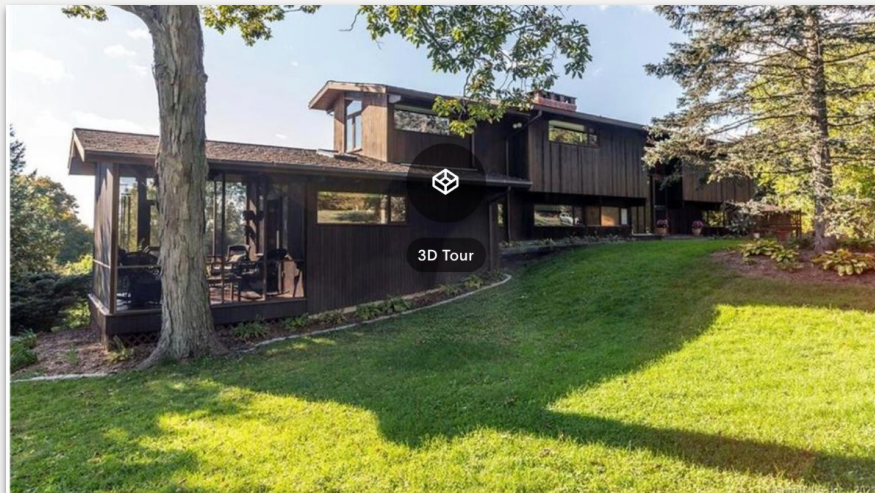


🏠 Tap into your home equity!

Show All Property Details



# Closing price: \$1,150,000



14 Old Boston Post Dr, Roxbury, CT 06783

AVM: \$1.18M m Est: \$1.11M Mtg: \$5,446/Mo - [Check your equity today!](#)

🏠 House - Sold on 04/01/2022

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 14 Old Boston Post Dr

AVM Estimate  
**\$1,189,000**



Movoto Estimate  
**\$1,112,219**



Lot Size  
**7.15 Acre**



Year Built  
**1984**



Garage Spaces  
**2**



Mortgage Payment  
**\$5,446/Month**



🏠 Tap into your home equity!

Show All Property Details



## Key Insights 14 Old Boston Post Dr

# Listing price: \$2,350,000



1070 Wattersonville Rd, Cowansville, PA 16218

AVM: \$1.79M Est: \$110K Mtg: \$522/Mo - [Check your equity today!](#)

House - Public Record - Not For Sale

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 1070 Wattersonville Rd

AVM Estimate  
\$1,791,000



Movoto Estimate  
\$110,141



Lot Size  
264 Sqft



Year Built  
1999



GreatSchool Score  
7/10 to 7/10



Mortgage Payment  
\$522/Month



Tap into your home equity!

## Key Insights 1070 Wattersonville Rd



### Larger Home



2,473 sqft, 1,037 sqft larger interior  
(72%) than nearby homes



### Below Market

Estimated   
below Cowansvi

# Closing price: \$157,500



← Back Next > Photos Map Share Save

**\$157,500** — Bd — Ba

3 Summer City, New Bethlehem, PA 16248

Mtg: \$746/Mo - Check your equity today!

Other - Sold in 18 Days on 04/24/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 3 Summer City

Lot Size 3.78 Acre Mortgage Payment \$746/Month

Tap into your home equity!

**Key Insights** 3 Summer City

**Below Market Median**  
Listed for \$157K, \$12.5K (7%)  
below 16248 median

**Description** 3 Summer City

Riverfront property ready for you! Amenities galore! Enjoy 328ft of river frontage on the beautiful Allegheny River! Just a 75 minute drive from Pittsburgh and situated between East



# Closing price: \$200,000

← Back Next > Photos Map Share Save

**\$200,000** — Bd — Ba

6 Summer City, New Bethlehem, PA 16248

Mtg: \$947/Mo - Check your equity today!

Other - Sold in 47 Days on 05/23/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 6 Summer City

Lot Size 17.84 Acre Mortgage Payment \$947/Month

Tap into your home equity!

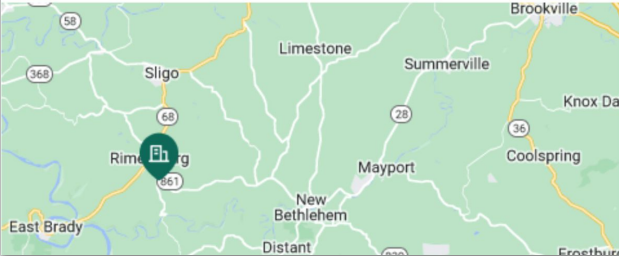

Show All Property Details

**Key Insights** 6 Summer City

Above Market Median  
Listed for \$200K, \$30K (18%)  
above 16248 median

**Description** 6 Summer City

# Closing price: \$157,500



← Back Next > Photos Map Share Save

**\$157,500** — Bd — Ba

8 Summer City, New Bethlehem, PA 16248

Mtg: \$746/Mo - Check your equity today!

Other - Sold in 18 Days on 04/24/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 8 Summer City

Lot Size 21.8 Acre Mortgage Payment \$746/Month

Tap into your home equity!

Show All Property Details

**Key Insights** 8 Summer City

**Below Market Median**  
Listed for \$157K, \$12.5K (7%)  
below 16248 median

**Description** 8 Summer City

OJO



OJO Pro+  
Facebook group

Most relevant


Sort



Ash Hallford Romo

Admin 20h · 



**What would be the top advice you'd give a friend who wants to become a real estate agent?** 

 1

12 comments

 Like

 Comment

 Copy



Gail Mahoney

You need seed money to get started...pay your taxes quarterly...you get back what you put in...take CEU classes...start on a team...14 yrs in now a Broker....strap in for the roller coaster ride!

Love Reply

1 



Edary A. Lavilla

24 October at 11:05 · 



Thank you OJO for the opportunity to get to meet this beautiful family and help them get their home, I know that the buying process is the same, but at the same time is so different because you get to know the family and their story and all the things they did in order to have their dream come true and been part of that story and having the blessing of helping them is priceless. So thank you very much.



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