

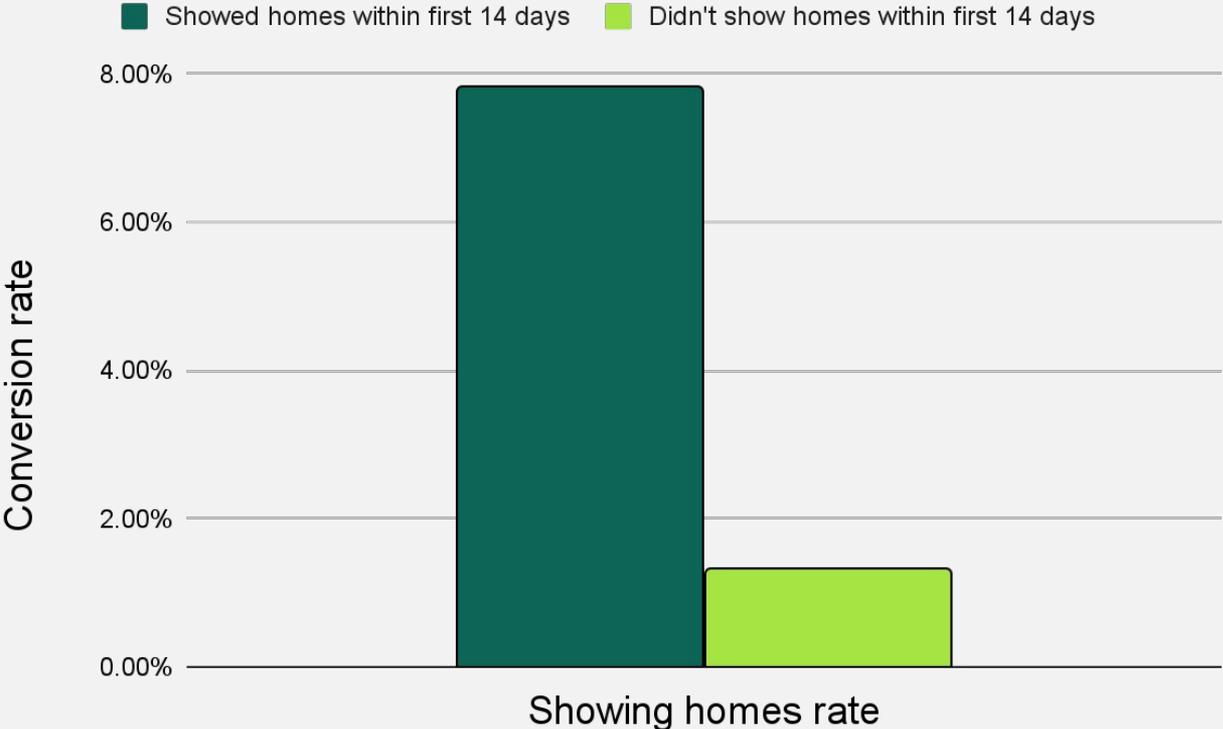


**February 2025:
Pro+ Partner Webinar**



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

Response Rate

< 60 seconds

Update Rate

100%

**Showing
Homes Rate**

20%

**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

Pro+ Panel: EXiT Realty Crossroads



Brent
Guller
Team Lead



Taylor DeGeorge
Top Agent



Eric Pollock
Top Agent

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. Does the agent ask "Do you currently have a home that you will also be selling?"	_____
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



Next steps:

- Join our **exclusive** Movoto Pro+ Facebook group
- Master Class ft. Frank Klesitz - February 27 at 12pm CT

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