



ojo

OJO/Movoto Pro+ Partner Webinar

Jerimiah Taylor | 2.14.24



Agenda

01 Welcome

02 Best practices & call recordings

03 Leaderboard

04 Pro+ panel and Q&A

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Best practices & call recordings

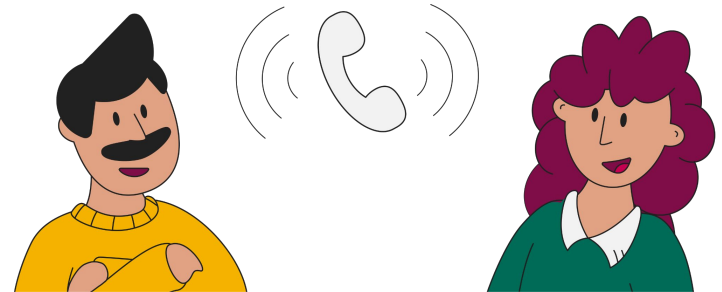
Inbound vs. outbound

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: 

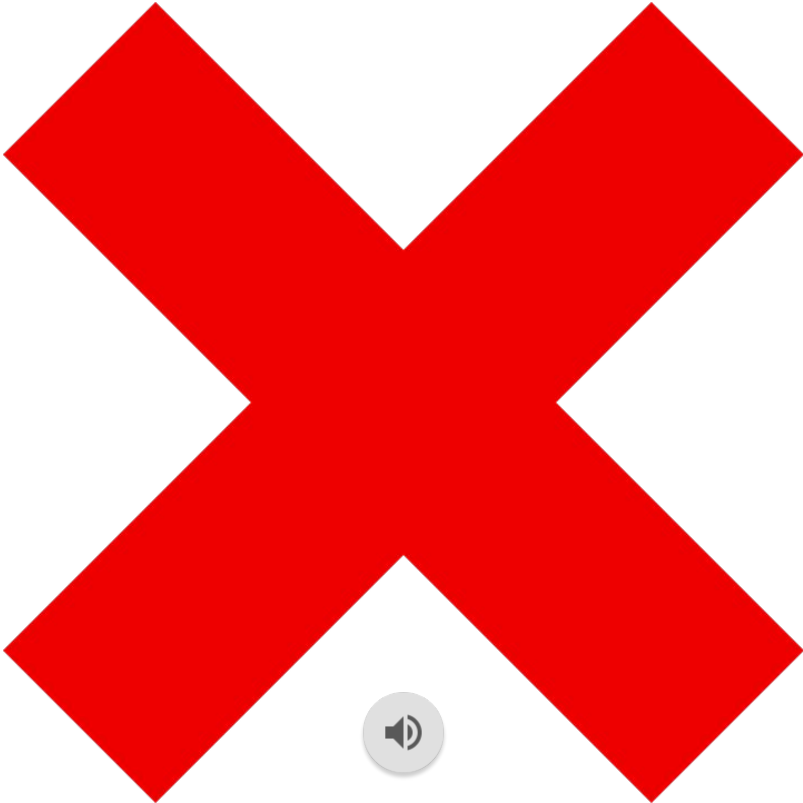
- We may not be prepared
- We often say “How can we help you?”
- Some agents even start from a defensive place





Anchoring

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.”**

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

Property Type (Buying)

Home

Budget

\$688,855

Bed & Bath

3+ beds, 2+ baths

Lead Source

OJO Pro Plus

Lender Details

Financing

Needs a lender

Lender

Unknown

Patricia's Important Homes

Leveraging Concierge notes



Concierge Engagement Outcome: cdelice

Thursday, Feb 08, 2024

Service Need: Buying

Relationship with Agent Would like to keep working with agent

Concierge and Agent interaction Nudged Agent on best practices

Concierge and Agent interaction Relayed Consumer update

Movoto App Pitch Outcome Link Sent

Notes Client confirmed that she has been able to connect but needs to push everything back as a medical situation has arose and she is also working on a big school project. She would like that the agent follow up by the 20th. Agent contact info sent and Movvoto pitched



Agent Relationship Feedback Provided

Thursday, Feb 08, 2024

Context: Concierge Engagement Outcomes

Feedback: Positive

Summary: Connected Moving Forward



Sunday, Feb 11, 2024

Event Type: Referral Relationship Confirmed

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."

DOs and DON'Ts

THE BEST AGENTS FOLLOW FOR EFFECTIVE INTRODUCTION CALLS

CONNECT

Treat like an outbound call

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

Build rapport

Remember, you are trying to win their business. Be excited to learn about them and their needs.

Be prepared

Give them your undivided attention and repeat the address of the property that captured their interest.

SET

Set an in-person appointment

Your appointment should be at the property they are interested in buying or want to sell.

LEARN

Learn about their motivations

"I'm eager to learn what interested you about this specific property." This will also help you recommend other properties.

Follow up with valuable content

"Here are a few other properties that match your needs."

DO

DON'T

Don't treat like an inbound call

Don't introduce yourself then immediately ask "How can I help you?"

Don't create friction

Don't ask the consumer what property they're interested in, instead use the information on the lead awarded screen.

Don't act distracted

Don't announce that you're driving or doing something else that requires your attention.

Don't end call without next steps

Don't end the conversation without setting an appointment and telling them when and how you'll follow up.

Don't talk over them

Don't talk more than you listen or ask questions that aren't necessary at this stage (i.e. "Are you pre-qualified?")

Don't follow up just to check a box

"I just wanted to check in."

Would you
accept this
lead?

VIRTUAL TOUR



Randolph County, NC

\$49,000 6 Acre \$8,167/Acre

00000 Browsers Chapel Rd, Asheville, NC 27205

m Est: \$92.6K 📅 Mtg: \$213/Mo - Get Preapproved

📉 \$2,000 Drop 🏠 Lot/Land - For Sale 818 Days

Message Agent

Request Info

Movoto is helping 48 homebuyers near you



Recent Price Cut

Home price reduced by \$2,000 (-3.9%). This could mean the seller is motivated.

Request a Tour Tomorrow

9:00 am

10:00 am

More Times



Eddie Chang
The St. Germain Group

SOLD ON 10/20/2023

[← Search](#) [Next >](#) [Edit](#) [Map](#) [Share](#) [Save](#)

\$329,500 3 Bd 2 Ba 2,930 Sqft \$112/Sqft

467 Parksfield Trl, Ramseur, NC 27316

[AVM: \\$326K](#) [m Est: \\$405K](#) [Mtg: \\$1,430/Mo - Get Preapproved](#)

House - Sold in 23 Days on 10/20/2023

Get a Cash Offer

I'm the Owner

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

Movoto is helping 7 homebuyers near you

Property Details 467 Parksfield Trl

AVM Estimate
\$326,000

Movoto Estimate
\$405,363



Lot Size
1.21 Acre

Year Built
2017



SOLD ON 05/06/2023



[← Search](#) [Next >](#) [Edit](#) [Map](#) [Share](#) [Save](#)

\$565,000 4 Bd 3 Ba 2,940 Sqft \$192/Sqft

w73n739 Locust, Cedarburg, WI 53012

AVM: \$563K m Est: \$599K Mtg: \$2,451/Mo - [Get Preapproved](#)

🏠 House - Sold in 60 Days on 05/06/2023

Get a Cash Offer

I'm the Owner

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

Movoto is helping 11 homebuyers near you

Property Details w73n739 Locust

AVM Estimate
\$563,000

Movoto Estimate
\$599,658



Lot Size
0.27 Acre

Year Built
1974



SOLD ON 09/13/2023

Gloria Gruszka
Expansion Group

[← Search](#) [Next >](#) [Edit](#) [Map](#) [Share](#) [Save](#)

\$1,500,000 3 Bd 3 Ba 3,203 Sqft \$468/Sqft

923 E Kilbourn #2402, Milwaukee, WI 53202

AVM: \$1.49M [m](#) Est: \$1.48M [📅](#) Mtg: \$6,508/Mo - Get Preapproved

[📅](#) Condominium - Sold in 19 Days on 09/13/2023

Get a Cash Offer

I'm the Owner

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

48 homes bought nearby with [Movoto](#) recently

Property Details 923 E Kilbourn #2402

AVM Estimate
\$1,493,000

Movoto Estimate
\$1,480,730



HOA Fees
\$2,053/Month

[🏠](#) Year Built
2005



SOLD ON 05/30/2023



← Search Next > Edit Map Share Save

\$675,000 4 Bd 3 Ba 2,674 Sqft \$252/Sqft

w330n8341 W Shr, Merton, WI 53029

m Est: \$681K m Mtg: \$2,929/Mo - Get Preapproved

🏠 House - Sold in 48 Days on 05/30/2023

Get a Cash Offer

I'm the Owner

m Notify me when similar homes go for sale

Learn about Merton's top local Real Estate agents

Property Details w330n8341 W Shr

Movoto Estimate
\$681,834

m Lot Size
3.64 Acre



Year Built
1994

m Garage Spaces
3



SOLD ON 07/14/2023

Marian Maher
Landro Fox Cities Realty



[← Search](#) [Next >](#) [Edit](#) [Map](#) [Share](#) [Save](#)

\$1,250,000 5 Bd 4 Ba 5,552 Sqft \$225/Sqft

w295n9320 Joseph, Merton, WI 53029

m Est: \$1.27M m Mtg: \$5,423/Mo - [Get Preapproved](#)

🏠 House - Sold in 21 Days on 07/14/2023

Get a Cash Offer

I'm the Owner

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

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

Property Details w295n9320 Joseph

Movoto Estimate
\$1,278,507



Lot Size
3 Acre



Year Built
1995



Garage Spaces
4



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 f
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!

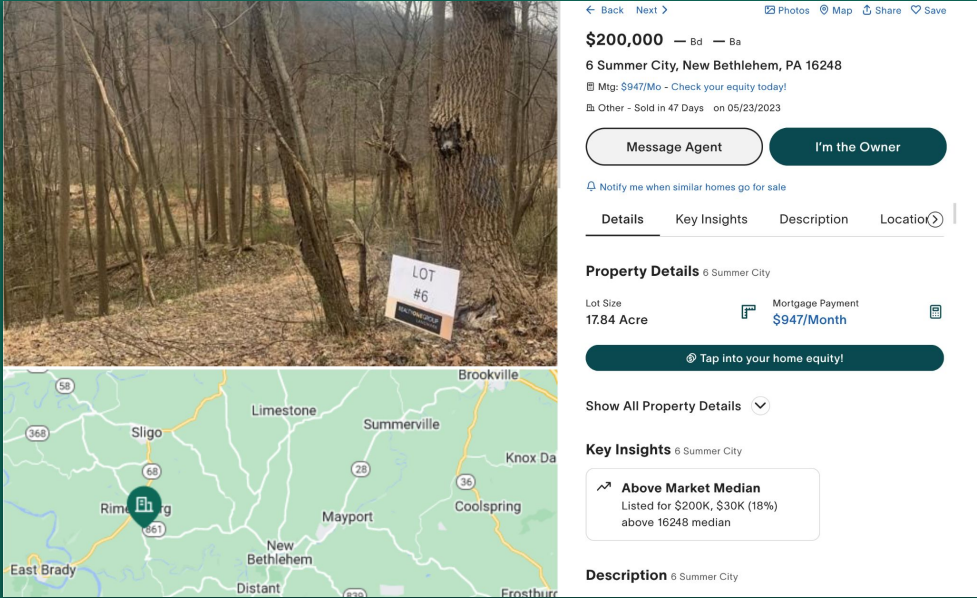
Key Insights 3 Summer City

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

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Leaderboard

OJO Pro+ top-performing teams

Ranking	Agent Team Name	In Contract and Closed Count
1st	Stephen Cooley Real Estate	15
2nd	Lamacchia Realty Relocation Dept	14
T3	LPT Realty FL	12
	Bachman Realty Group	12
	Expansion Group	12
	ChuckTown Homes - Greenville	12
	The Perna Team	12

Agent Team Name	Showing homes rate	Number of Gross Leads	Conversion rate
RST Realty Group	15.38%	26	32.24%
Jana Caudill Team	18.75%	16	22.53%
Sweet Group Realty	15.79%	19	18.32%
Mike Quail Home Selling Team	20.45%	44	17.62%
MiReloTeam	27.42%	62	15.36%
Amy Wastler Team Delaware	20.00%	35	9.20%
The Misty SOLDwisch Home Selling Team	10.83%	120	8.06%
Maceri Home Group	9.35%	107	7.92%
The Novak Team	9.52%	105	7.55%

	Agent Team Name	Live Transfer Success Rate		Agent Team Name	Live Transfer Success Rate
1	Native American Group Team: Susan & Barry Jenkins	100.00%	254	Wendell Hoover Realtor Group	30.77%
2	Iron Valley Real Estate of Central MD	100.00%	255	The Quigley Home Team Philly	30.77%
3	Clarkson Realty Group	100.00%	256	Jordan Jankowski Team	27.27%
4	The Rhodes Team	100.00%	257	Pemberton Homes	25.00%
5	The COLLECTIVE eXp Realty - Denver	100.00%	258	Legacy Real Estate Network	25.00%
6	Down Home Properties	100.00%	259	The Turner Group - Princeton	25.00%
7	Meese Property Group (MPG)	100.00%	260	Real Estate For A CAUSE - Lansing	23.08%
8	The Lash Group	100.00%	261	Raymond Realty Group	22.22%
9	Tidal Realty Partners	100.00%	262	The Mark Rebert Team	20.00%
10	The Modern Group with eXp	100.00%	263	The Limitless Group	20.00%
11	Morrow Group	100.00%	264	Complete Realty Group	16.67%
12	The Novak Team	100.00%	265	The Kyle Oberlin Team	14.29%
13	Team Success - Los Angeles	100.00%	266	The Nations Network	12.50%
14	Amy Wengerd Group	100.00%	267	THE AGENTS Real Estate Group	12.50%
15	MREA Team - Maui	100.00%	268	DRG	11.11%
16	Choose Charlie Real Estate Team	100.00%	269	Jason Mitchell Group Nashville	9.09%
17	CEO Property Advisors	100.00%	270	Landro Fox Cities Realty	8.57%
18	Chucktown Homes - Charleston	100.00%	271	Sonya Francis Team	7.14%
19	Keeping It Realty	100.00%	272	Team Lally	0.00%
20	The Wish Group - Omaha	100.00%	273	Kanniard Residential Group	0.00%
21	The Kinkade Group	100.00%	274	Ryn Real Estate	0.00%
22	Lamica Realty	100.00%	275	Urban Nooks	0.00%
23	The Tidwell Team	100.00%	276	Garland Group	0.00%
24	The Minnesota Real Estate Team	96.55%	277	The Jenny Aldridge Team	0.00%
25	The Rise Real Estate Group	96.43%	278	Real Estate Ambassadors	0.00%


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OJO Pro+
Facebook group



Ash Hallford Romo

 OJO Pro+

**January
Facebook
winner...**

**What are your top goals for
2024?**



Ash Hallford Romo

OJO Pro+

... Ray Lewis



Ray Allen Lewis

Getting in front of more clients face to face to build that trust



Ash Hallford Romo [Author](#) [Admin](#) +1

Congrats to **Ray Allen Lewis** for being our merch winner!! We loved seeing your goals and can't wait to achieve them together 🎉👏

3 w Like Reply




Ray Allen Lewis

Ash Hallford Romo thank you. I love being in business with OJO

3 w Love Reply



Ash Hallford Romo

 OJO Pro+

**Comment to be
entered to win
OJO merch!**

Happy Valentine's Day OJO Pro+!
**What do you LOVE about being a
real estate agent?**

Pro+ panel



Amy Wengerd

Team Lead | Amy Wengerd
Group



Eric Lowry

Team Lead | The Lowry Team eXp Realty

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