



ojo

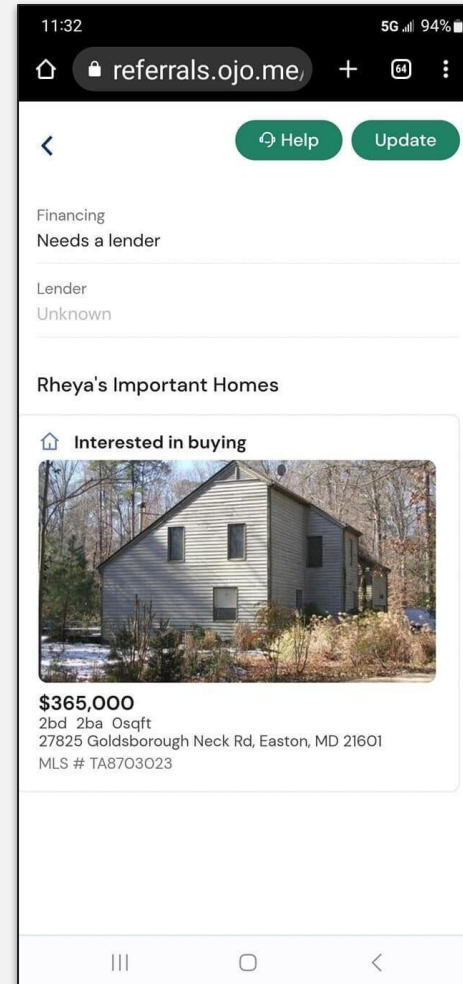
# How to win with OJO

Master Class | 1.20.23

# OJO Tips

Consumers can submit lead inquiries on pending, sold, and public record properties on [Movoto.com](https://www.movoto.com)

Excellent opportunity for agents to sell consumers on nearby properties or similar communities with homes for sale



# Best Practices

- New year means new opportunities to reconnect with old leads
  - Uptick in mortgage applications as mortgage rates come down
- Schedule face-to-face meetings as soon as possible
- A first impression only happens once - make it impactful

# Inactive Leads

Rather than releasing referrals, you'll be able to indicate that you're no longer working together, and the referral will be automatically moved to your Inactive list

## Referrals

Q Search ☰ **Filters** 1

Filter By
Active
Closed
Inactive
<a href="#">Close</a>

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