

A photograph of a family in a modern living room. A man and a woman are sitting on a brown leather sofa. The man is wearing a white t-shirt and is looking at a smartphone. The woman is wearing a light pink long-sleeved shirt and blue jeans, and she is also looking at a smartphone. A young child with curly hair is crawling on the floor in the foreground, looking at a piece of paper. The room has large windows, a bookshelf, and various plants.

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# OJO Pro+ Partner Webinar

Jerimiah Taylor | 1.10.24



# Agenda

- 01 Welcome
- 02 Top performers of 2023
- 03 Leaderboard
- 04 Lead routing
- 05 Best practices & call recordings
- 06 Pro+ panel and Q&A

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# Top performers of 2023

**TOTAL CONSUMER RELATIONSHIPS MADE WITH PRO+ AGENTS**

**85,276**

**TOTAL COMMISSIONS (INCLUDING UNDER CONTRACT) SO FAR...**

**\$7,119,902**

**TOTAL TRANSACTIONS (INCLUDING UNDER CONTRACT) SO FAR...**

**790**

## TEAMS WITH BEST CONVERSION

1. **Iron Valley Real Estate of Central MD (18.7%)**
2. **Maceri Home Group (12.5%)**
3. **Totally About Houses (9.0%)**
4. **The Misty SOLDwisch Home Selling Team (8.5%)**
5. **The Novak Team (7.1%)**

## FASTEST CLOSES

1. Kelly Ulecki - Tidal Realty Partners (7 days)
2. Kenin Warden - The Cooley Real Estate Group (11 days)
3. Kristin Arledge - Luxury Collective (12 days)
4. Ryan Mills - Tidal Realty Partners (12 days)
5. Keooudone Munesy - Expansion Group (13 days)

## HIGHEST INDIVIDUAL CLOSINGS

1. **Giovanna Fernandez - LRF Group (\$4,000,000)**
2. **Samantha Cruz - Fred Sed Group (\$3,948,000)**
3. **Kristin Arledge - Luxury Collective (\$1,500,000)**
4. **Gloria Gruszka - Expansion Group (\$1,500,000)**
5. **Dale Kellett - The Novak Team (\$1,450,000)**

## LOWEST PRICED CLOSINGS

1. Michele Teague - Stephen Cooley Real Estate (\$39,900)
2. Hanna Smith - Lamica Realty (\$50,000)
3. Elijah Aguilar - Levi Rodgers Team (\$50,000)
4. Matt Veronica - Klaus Team (\$50,000)
5. Joe Robb - Knipe Realty (\$55,000)

**BIGGEST GAP BETWEEN LISTING PRICE AND CLOSING PRICE**

VIRTUAL TOUR



Randolph County, NC

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

00000 Browsers Chapel Rd, Asheboro, NC 27205

**m** Est: **\$92.6K** **M** 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 Parkfield 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 Parkfield 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**



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OJO Pro+  
Facebook group



Ash Hallford Romo

 OJO Pro+

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

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Pro+ leaderboard

# OJO Pro+ top-performing teams

Ranking	Agent Team Name	In Contract and Closed Count
<b>T1</b>	Stephen Cooley Real Estate	12
	The Robert Dekanski Team	12
	Expansion Group	12
<b>T2</b>	Lamacchia Realty Relocation Dept	11
<b>T3</b>	ChuckTown Homes - Greenville	10
	The Minnesota Real Estate Team	9
	Choice Realty Group	9
	Tidal Realty Partners	9
	Landro Fox Cities Realty	9
	The Perna Team	9

Agent Team Name	Showing Homes Rate	Number of Gross Leads
The Kulaga Team	63.22%	87
Hannan Grandmont Team	46.48%	71
JerseyLiving	37.78%	90
Genid Group	36.36%	242
Queen City Sellars	34.75%	118
The Overman Group - Asheville	32.99%	97
Rowack Real Estate Team	32.69%	881

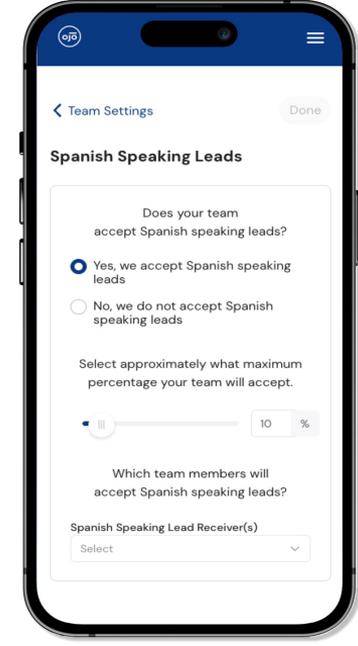
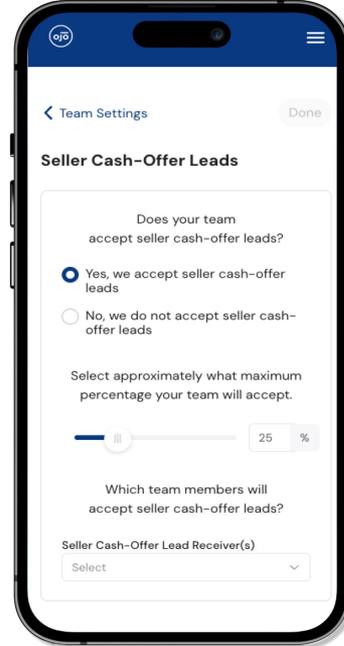
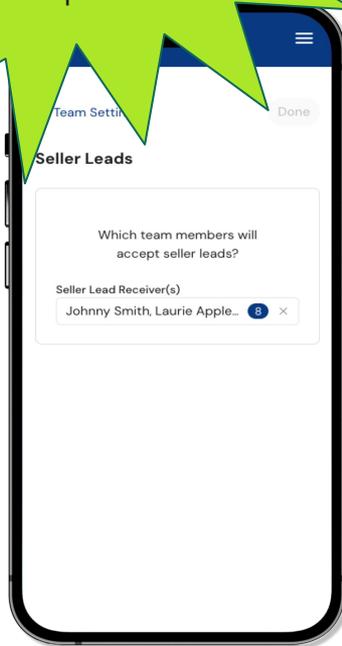
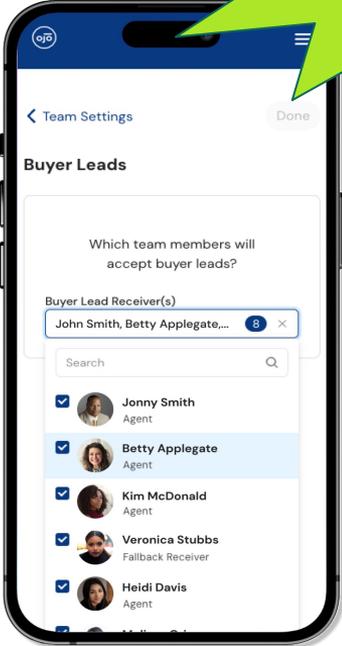
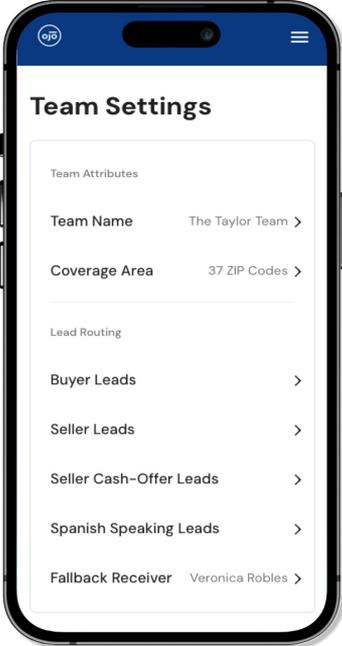
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Lead routing

# Lead routing

You must go into Settings and toggle **ON** for these preferences



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## Best practices & call recordings

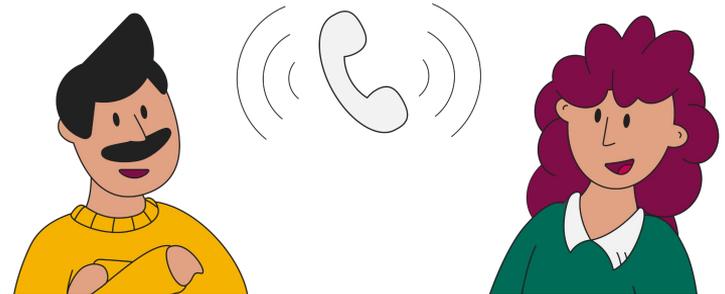
# Inbound vs. outbound

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





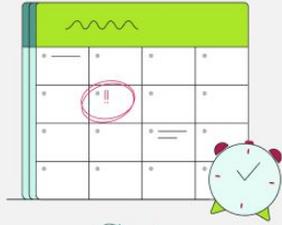
## How to win them over quickly while establishing trust and rapport:

- **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.”**



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

# Pro+ panel



**Emily Dingler**

Director of Operations | Michelle Humes Group



**Brandon Napolitano**

Team Lead | ChuckTown Homes



**Tez Bowie**

Agent | ChuckTown Homes

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