



July: Movoto Pro+ Partner Webinar



Agenda

- 01 Welcome
- 02 Movoto consumer journey
- 03 Announcements and what's coming soon
- 04 Value propositions
- 05 Agent shout-outs
- 06 Pro+ panel and Q&A



Movoto consumer journey

3 questions the CER asks the consumer on the line:



Home to sell?



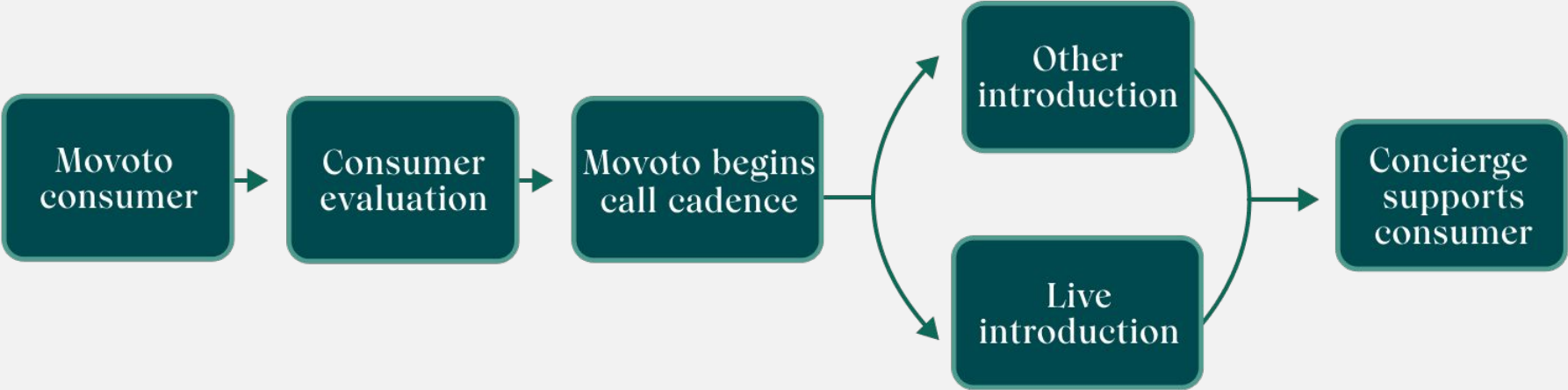
Committed to agent?



Buy or rent?

Buyer/seller opportunity flow

What's happening behind the scenes



5 key things the agent needs to do when they get on the line



Smile!
"I'm a local realtor"



Get enough info in order to identify switch properties



Ask for appointment



Set hard appointment



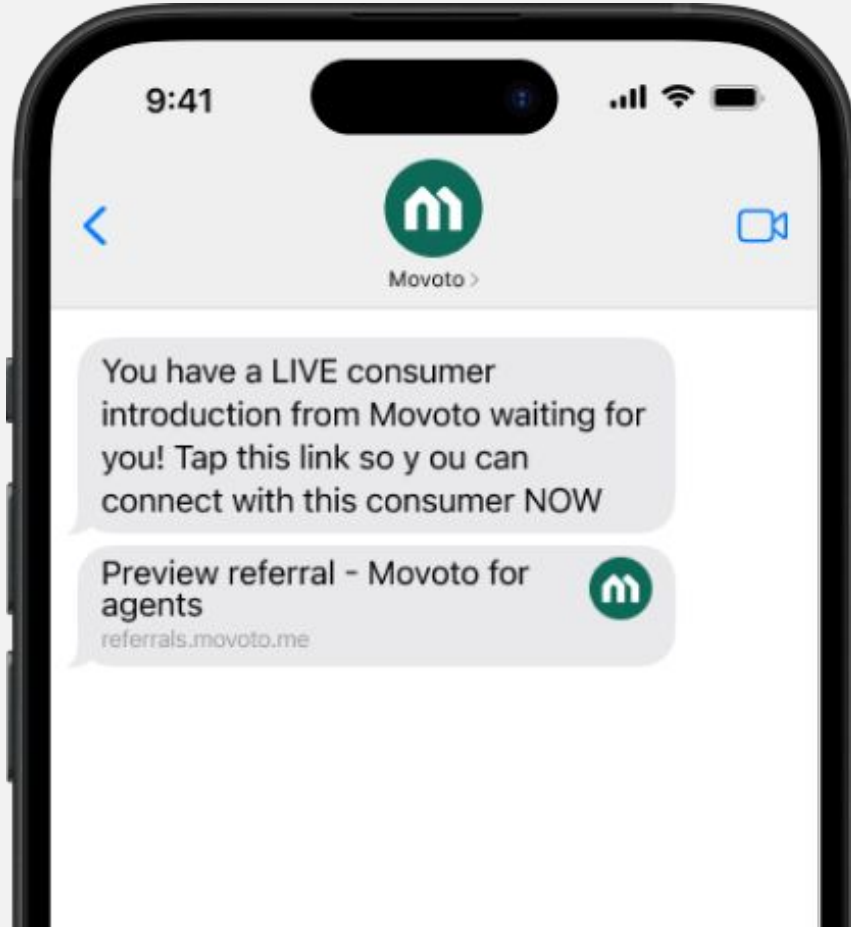
Here's what will happen next

Call scorecard

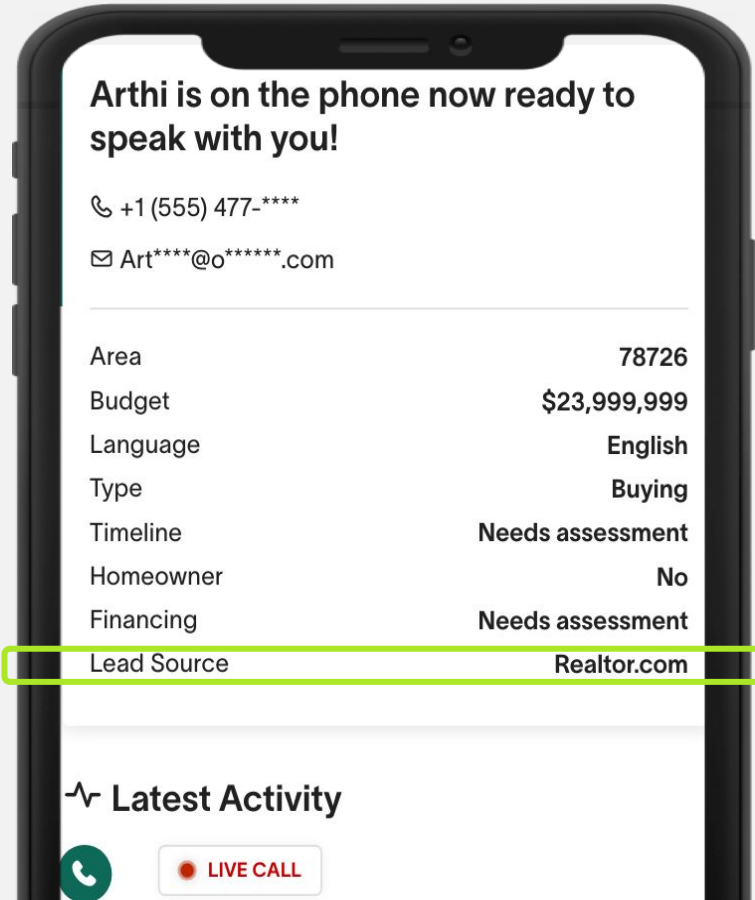


GREETING	SCORE
1. Does the agent introduce themselves with their name and team?	_____
2. Does the agent mention they are a "local Movoto agent"?	_____
3. Does the agent sound enthusiastic/upbeat?	_____
SETTING THE APPOINTMENT AND CONNECT, SET, LEARN	
4. Does the agent immediately ask when the buyer would like to go 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

Agent opportunity flow



Additional partner introductions

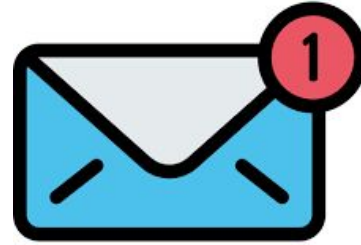


Coming soon: touring agreement

Supporting you with requirements

In light of new requirements coming Aug. 17, Movoto is launching a non-binding, 7-day touring agreement for buyers:

- Sent to consumer via email after you've been matched
- Consumer taps link to sign agreement
- You get confirmation of signature via email – it's that simple!



3 potential outcomes



Great news!



Property not available



Good news/
bad news



Pro+ training resources

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."

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

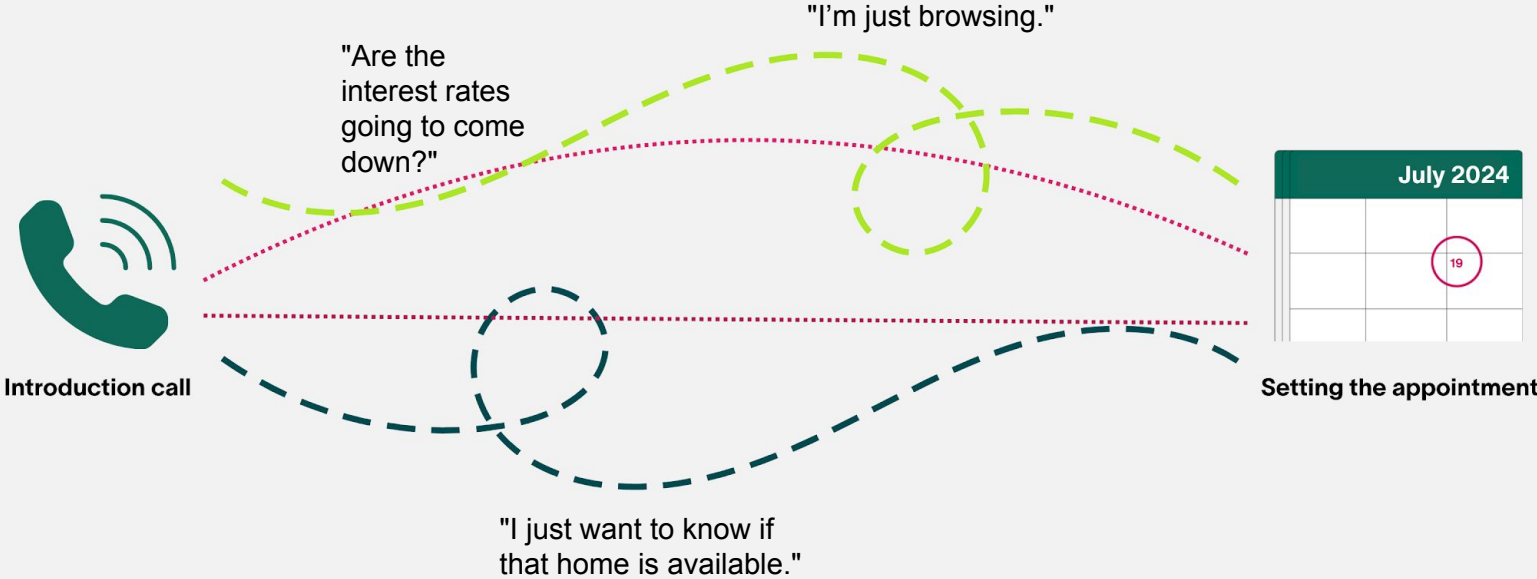
"What interested you in that specific property?"

Creating your value proposition



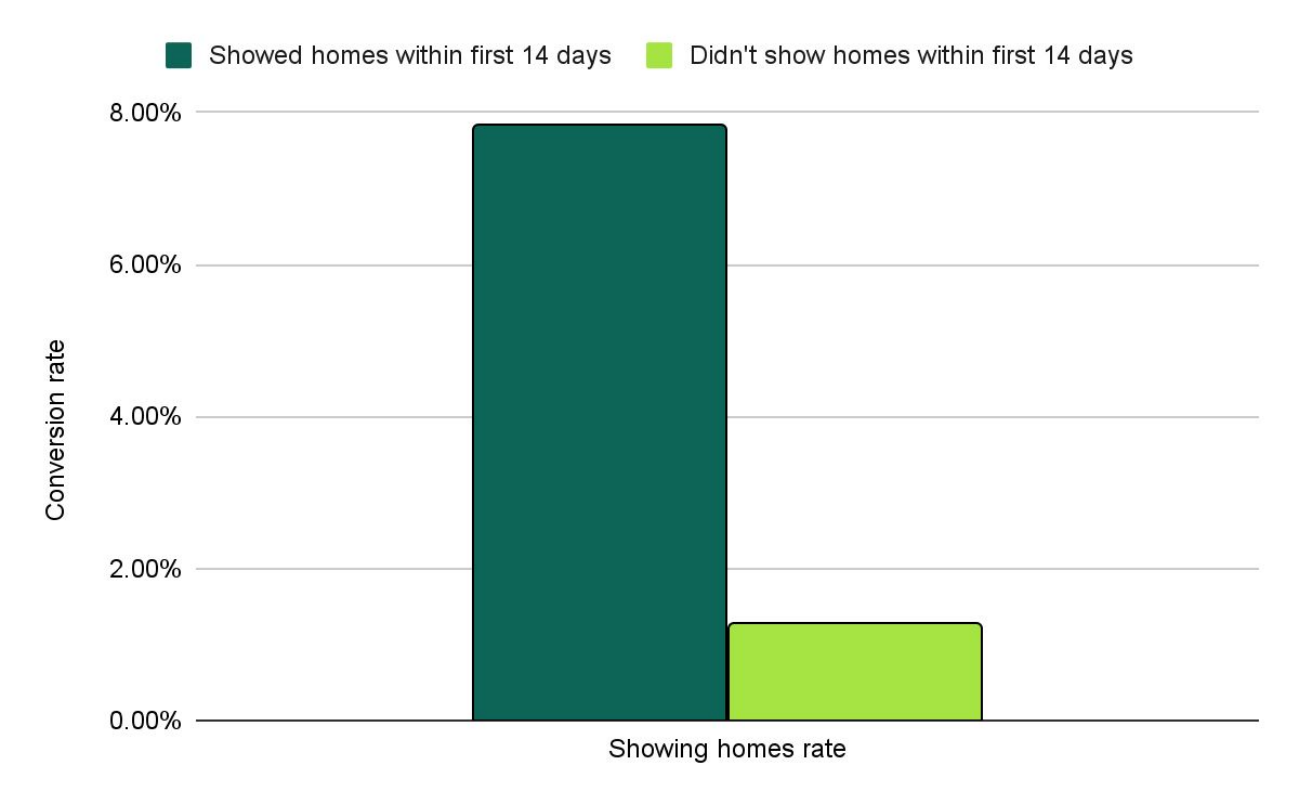
- “I’m so glad you asked.”
- State what you do differently
 - “I’ve been in real estate for 24 years and have sold more than 2,000 homes. I’ve personally invested in more than 250 homes. You are not going to find another human in this city with the experience that I have. If experience isn’t the most important thing to you, help me understand what is, and I can tell you if I am going to be a good fit for that.”

The path to setting an appointment is not always linear



Team Name	In Contract %
Mike Quail Home Selling Team	7.8 %
Choose Charlie Real Estate Team	7.5 %
The Misty SOLDwisch Home Selling Team	6.3 %
Josh Hutchinson Realty Team	5.3%
The Forward Group at REAL Broker	4.7 %

Showing homes within the first 14 days...



Pro+ panel



Meredith Stewart

Team Lead

Bussell Real Estate



Kristin Silvers

Team Lead

Silvers Sells

movoto