



June: Movoto Pro+ Partner Webinar



Agenda

01 Welcome

02 Movoto consumer/agent journey

03 Pro+ training resources

04 Pro+ panel and Q&A



**What does the Movoto
journey look like?**

3 questions the CER asks the consumer on the line:



Home to sell?



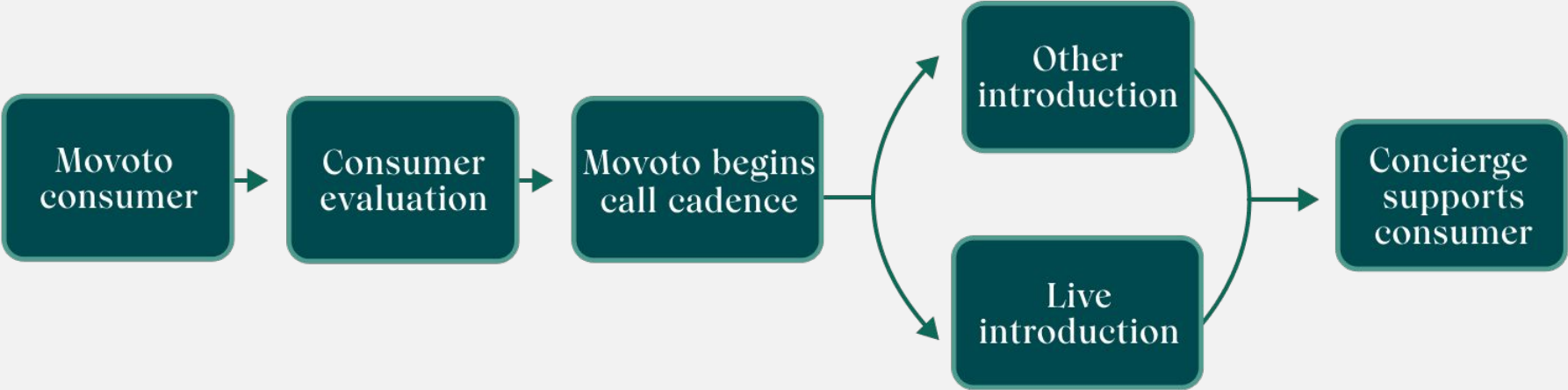
Committed to agent?



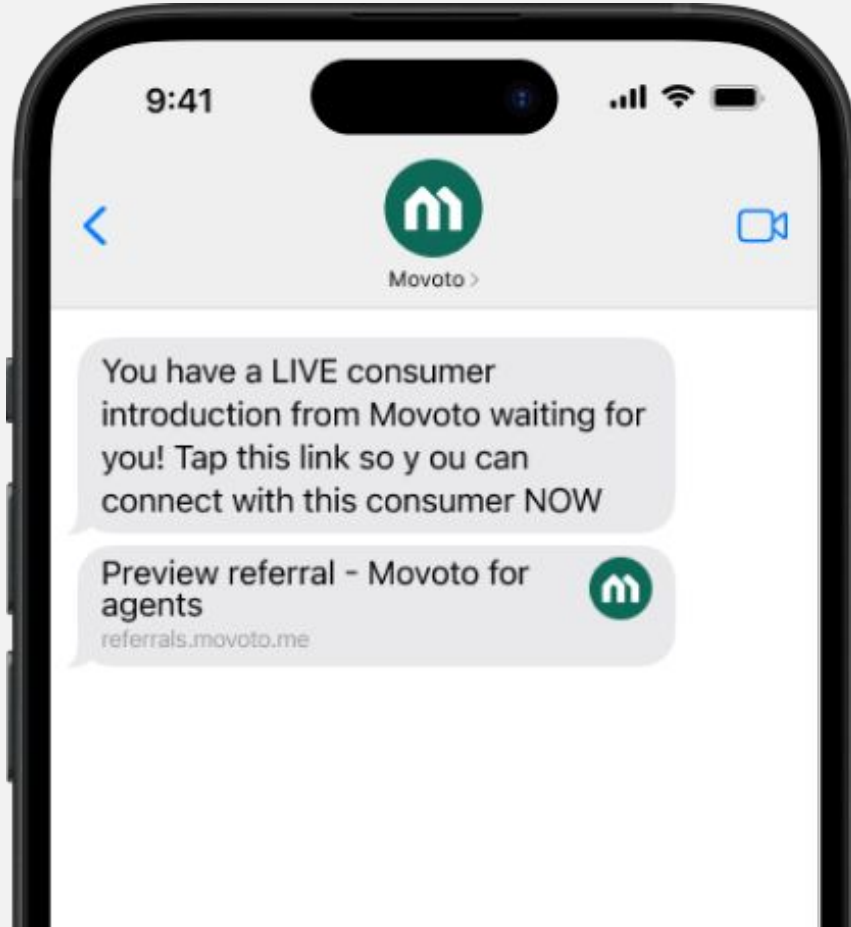
Buy or rent?

Buyer/seller opportunity flow

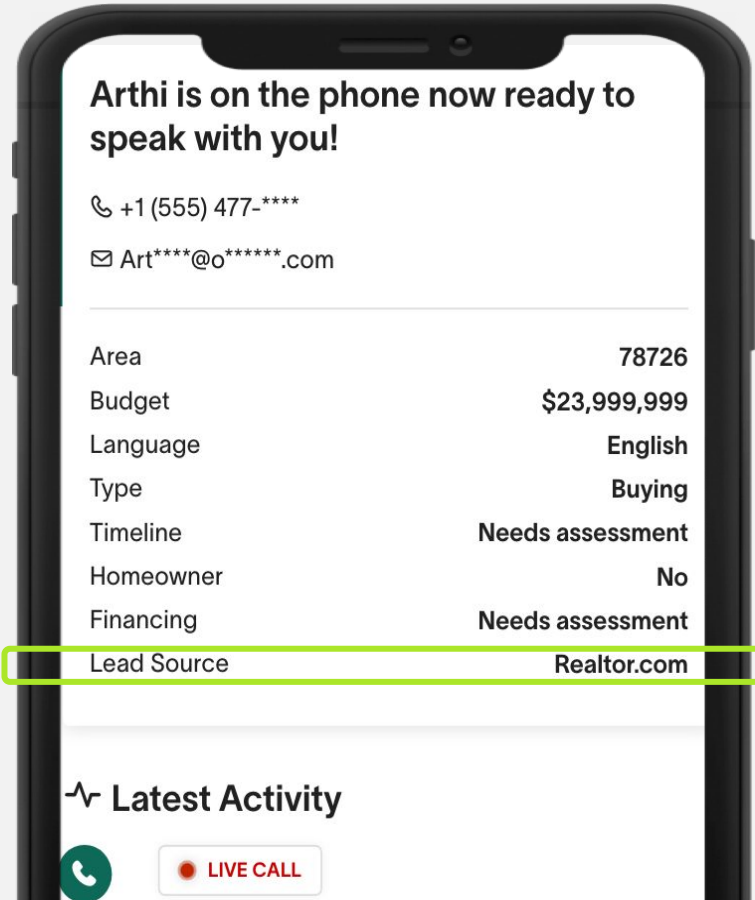
What's happening behind the scenes



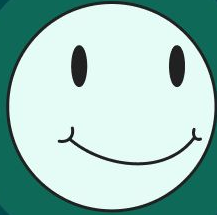
Agent opportunity flow



Additional partner introductions



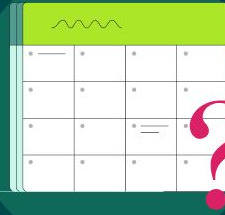
5 key things the agent needs to do when they get on the line



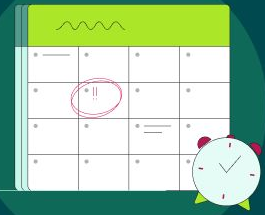
Smile!
"I'm a local realtor"



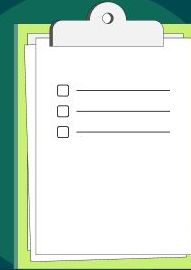
Get enough info in order to
identify switch properties



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

3 potential outcomes




Great news!



Property not available



Good news/
bad news

Team Name	In Contract %
Mike Quail Home Selling Team	9.5%
Choose Charlie Real Estate Team	6.9%
Opt	6.1%
The Misty SOLDwisch Home Selling Team	5.6%
MK & Associates 	5.0%



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?"

Script library

Movoto Pro+

Movoto Pro+

🔍 Search for answers

[Agent dashboard](#)

[Working with referrals from Movoto](#)

[Product and Program Updates](#)

[Working with Movoto](#)

[Best practices](#)

[Master Classes](#)

[Stump the Script Master](#)

[Movoto FAQ](#)

[Troubleshooting](#)

Scripts

Live transfer script

"We're putting our search on hold because interest rates are higher than we'd like"

When an introduction has become unresponsive

"We saw a house we liked but it's already in contract"

"I want a cash offer on my home"

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

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.”

Send an intro or
check-in video to a
consumer. Post the video
in our Facebook group to
be entered to win free
merch!

\$20,000 intro video

**Share your video
in our Facebook
group & be
entered to win
merch!**



Pro+ panel



Adelina Rotar

Team Lead

Ben Kinney Team @ Keller Williams Realty



Akash Prakash

Agent

Ben Kinney Team @ Keller Williams Realty

movoto