



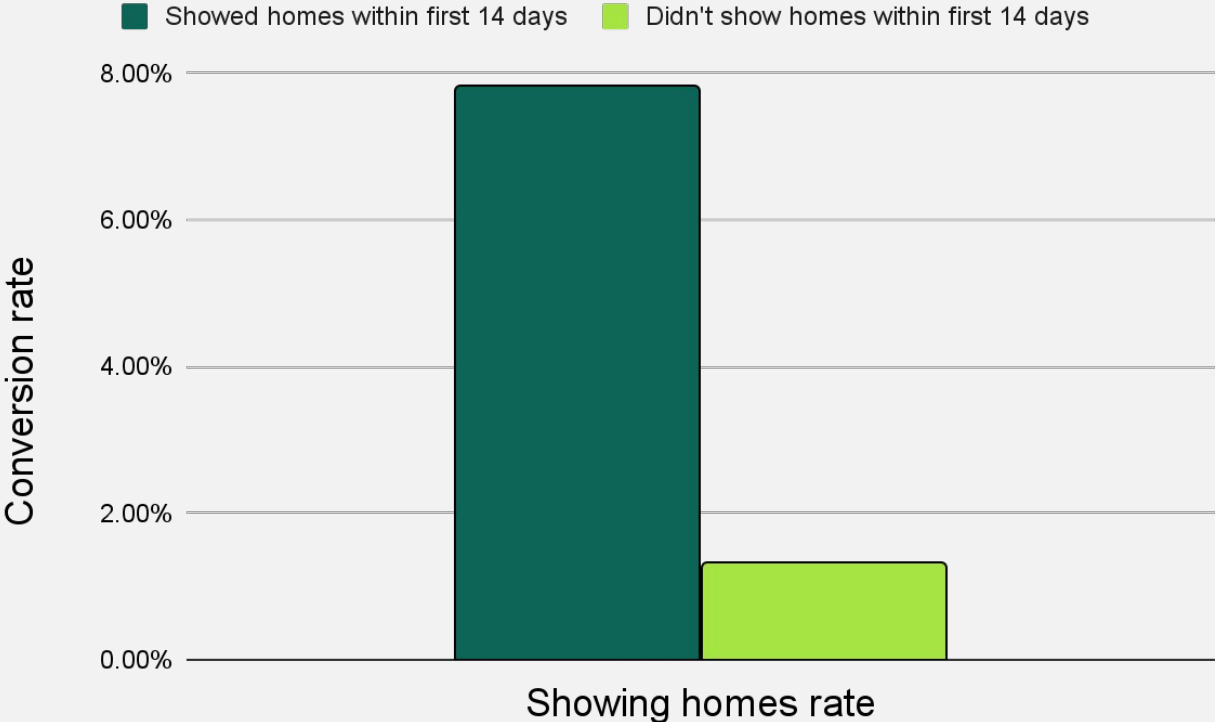
**March 2025:  
Pro+ Partner Webinar**





# The Biggest Markers of Success

# Showing homes within the first 14 days...



**When you accept a warm transfer, how much more likely are you to transact with the consumer?**

**2.5X**

# Key metrics - minimum standards

**Response Time**

< 60 seconds

**Update Rate**

100%

**Showing Homes Rate**

18%

**Conversion Rate**

3%

# 3 questions the CER asks the consumer on the line



Home to sell?



Committed to agent?



Buy or rent?

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



Smile!  
"I'm a local  
Movoto 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 offer two date/time options to 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?	_____
<b>TOTAL</b>	<u>      </u> /10



# Listing price: \$105,000

**\$105,000** 2 Bd 1 Ba 686 Sqft \$15

351 E Bradley Ave #23, El Cajon, CA

m Est: \$103K 📄 Mtg: \$524/Mo - Get Preapproved

🏠 Manufactured with Land - Sold in 86 Days on

[Message Agent](#)

[🔔 Notify me when similar homes go for sale](#)  
Movoto is helping 63 homebuyers near you

[Details](#) [Key Insights](#) [Description](#)

### Property Details

Movoto Estimate	<b>\$103,750</b>	Lot Size	17,420
Built	1964	GreatSchools	2/10
Mortgage Payment	<b>\$524/Month</b>		

# Closing price: \$755,000

LD ON 06/24/2024

< Search Edit

**\$755,000** 3 Bd 2 Ba 1,054 Sqft \$71

8834 Milburn Ave, Spring Valley, CA 91

Est: \$770K Mtg: \$3,767/Mo - Get Preapprove

House - Sold in 53 Days on 06/24/2024

Message Agent

Notify me when similar homes go for sale

Movoto is helping 20 homebuyers near you

Details Key Insights Description

**Property Details**

Movoto Estimate	Lot Size
\$770,580	6,900 S
Built	Garage Sp
1960	2

# Pro+ Panel: The Minnesota Real Estate Team



**Ryan O'Neill**

Team Lead



**Heidi Huseth**

Top Agent



**Andy McNair**

Top Agent





## Next steps:

- Join our **exclusive** Movoto Pro+ Facebook group
- Master Class ft. Michael Hellickson - March 25 at 2:30pm CT

**Movoto Support**  
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