

OJO is now Movoto!

The Movoto logo, featuring a stylized house icon followed by the word "movoto" in a lowercase, sans-serif font.

# Movoto Pro+ Partner Webinar

Jerimiah Taylor | 3.13.24





**February team with  
highest attendance...**

**Misty SOLDwisch  
Team**

# Call us Movoto!



We're making a big move at OJO, transitioning our agent brand, products, and services under Movoto, our renowned consumer brand and search portal.

Coming under one name allows us to serve you on a unified platform and drive seamless relationships between you and consumers, **all under one brand - Movoto.**

Let's grow our partnership and your business to new heights 🚀

Please reach out to [support@ojo.com](mailto:support@ojo.com) if you have any questions!



# Agenda

01 Welcome

02 Best practices & call recordings

03 Leaderboard

04 Pro+ panel and Q&A



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# Best practices & call recordings

## Movoto Select Network

10+ agents (other agents other brokerages)



## Movoto Pro+

Only your agents



**New lead offer text verbiage**

# Script library



## Script:

"I want a cash offer on my home"



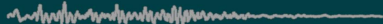
## Script:

When you connect with an OJO introduction for the first time



## Script:

When an introduction has become unresponsive



## Script:

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



# Call recordings

## The CER Call



## The Good



### Consistent themes:

- Treated like an outbound call
- Enthusiastic opening
- Mirror and match pace/tonality
- Rapport built
- Location/motivation discussed
- Sets the appointment
- Close with next steps and timing

## The Bad & The Ugly



### Consistent themes:

- Treated like an inbound call
- Not sounding prepared
- Distracted
- Defensive
- No appointment set
- No clear next steps



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

Property Type (Buying)

Home

---

Budget

\$688,855

---

Bed & Bath

3+ beds, 2+ baths

---

Lead Source

OJO Pro Plus

---

## Lender Details

Financing

Needs a lender

---

Lender

Unknown

---

Patricia's Important Homes

# 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 with [x] years of experience."

## 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

"I'm eager to learn about what interested you in this specific property."

Would you  
accept this  
lead?

VIRTUAL TOUR



Randolph County, NC  
 7760473548  
 7760473123  
 7760580246  
 7760571027  
 7760561757  
 7760467856  
 7760467553  
 7760467148  
 7760561203  
 7760561203  
 7760561806  
 7760455884  
 7760460344  
 7760460344  
 7760460344  
 7760337987  
 7760561460

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

00000 Browsers Chapel Rd, Asheville, NC 27205

m Est: **\$92.6K** 📅 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





SOLD ON 10/20/2023

**Eddie Chang**  
The St. Germain Group

[← 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**



# Listing price: \$2,350,000



1070 Wattersonville Rd, Cowansville, PA 16218

AVM: \$1.79M Est: \$110K Mtg: \$522/Mo - Check your equity today!

House - Public Record - Not For Sale

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details

Key Insights

Description

Location

## Property Details 1070 Wattersonville Rd

AVM Estimate  
**\$1,791,000**



Movoto Estimate  
**\$110,141**



Lot Size  
**264 Sqft**



Year Built  
**1999**



GreatSchool Score  
**7/10 to 7/10**



Mortgage Payment  
**\$522/Month**



Tap into your home equity!

## Key Insights 1070 Wattersonville Rd



### Larger Home

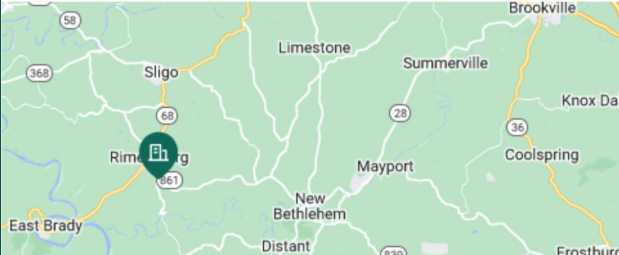

2,473 sqft, 1,037 sqft larger interior  
(72%) than nearby homes



### Below Market

Estimated f   
below Cowansvi

# Closing price: \$157,500



← Back Next > Photos Map Share Save

**\$157,500** — Bd — Ba

3 Summer City, New Bethlehem, PA 16248

Mtg: \$746/Mo - Check your equity today!

Other - Sold in 18 Days on 04/24/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 3 Summer City

Lot Size 3.78 Acre Mortgage Payment \$746/Month

Tap into your home equity!

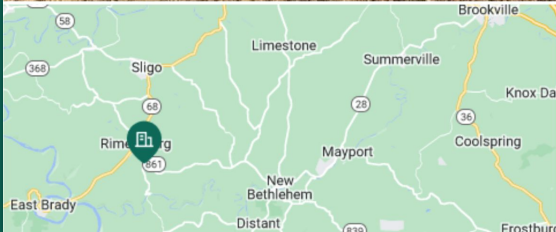

**Key Insights** 3 Summer City

**Below Market Median**  
Listed for \$157K, \$12.5K (7%) below 16248 median

**Description** 3 Summer City

Riverfront property ready for you! Amenities galore! Enjoy 328ft of river frontage on the beautiful Allegheny River! Just a 75 minute drive from Pittsburgh and situated between East

# Closing price: \$200,000



← Back Next > Photos Map Share Save

**\$200,000** — Bd — Ba

6 Summer City, New Bethlehem, PA 16248

Mtg: \$947/Mo - Check your equity today!

Other - Sold in 47 Days on 05/23/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 6 Summer City

Lot Size 17.84 Acre Mortgage Payment \$947/Month

Tap into your home equity!

Show All Property Details

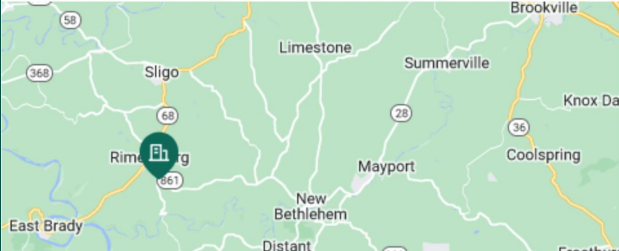

**Key Insights** 6 Summer City

**Above Market Median**  
Listed for \$200K, \$30K (18%)  
above 16248 median

**Description** 6 Summer City



# Closing price: \$157,500



← Back Next > Photos Map Share Save

**\$157,500** — Bd — Ba

8 Summer City, New Bethlehem, PA 16248

Mtg: \$746/Mo - Check your equity today!

Other - Sold in 18 Days on 04/24/2023

Message Agent I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

**Property Details** 8 Summer City

Lot Size 21.8 Acre Mortgage Payment \$746/Month

Tap into your home equity!

Show All Property Details

**Key Insights** 8 Summer City

**Below Market Median**  
Listed for \$157K, \$12.5K (7%)  
below 16248 median

**Description** 8 Summer City

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Leaderboard

# Movoto Pro+ top-performing teams

Ranking	Agent Team Name	In Contract and Closed Count
<b>1st</b>	LPT Realty FL	19
<b>T2</b>	Lamacchia Realty Relocation Dept	16
	Stephen Cooley Real Estate	16
<b>T3</b>	Bachman Realty Group	14
	ChuckTown Homes - Greenville	14

Agent Team Name	Showing homes rate	Number of Gross Leads	Conversion rate
LPT Realty FL	44.20%	4,081	0.81%
Hannan Grandmont Team	42.86%	133	1.43%
The Modern Group with eXp	42.34%	137	1.02%
Citi Atlas	36.14%	404	0.68%
Rowack Real Estate Team	33.05%	1,047	1.16%

	Agent Team Name	Live Transfer Success Rate		Agent Team Name	Live Transfer Success Rate
1	Hannan Grandmont Team	100.00%	26	Homes of Expansion Network	100.00%
2	Norman & Associates LLC	100.00%	27	Ben Kinney Team @ Keller Williams Realty	96.43%
3	Jason Mitchell Group Houston	100.00%	28	Howard Hanna Rand Realty - Westchester	95.83%
4	Luxury Collective	100.00%	29	The Rhodes Team	95.83%
5	Knipe Realty	100.00%	30	The Davis Team	95.45%
6	CENTURY 21 Boling & Associates, Inc.	100.00%	31	Marti Hampton Real Estate	95.24%
7	Tidal Realty Partners	100.00%	32	Stephen Cooley Real Estate	95.24%
8	Keeping It Realty	100.00%	33	The Collective at Nexthome Experience	95.00%
9	Damon Gettier and Associates, REALTORS	100.00%	34	Amy Wengerd Group	94.74%
10	Carrena Realty	100.00%	35	The Minnesota Real Estate Team	94.29%
11	Down Home Properties	100.00%	36	Pelican State Homes	94.12%
12	The Brock Team - Gulf Coast	100.00%	37	Bussell Real Estate	93.75%
13	The Modern Group with eXp	100.00%	38	EXIT Realty 4Corners	93.33%
14	The Lash Group	100.00%	39	CEO Property Advisors	92.86%
15	Cantrell Real Estate	100.00%	40	Kathy Dwyer Team	92.86%
16	Ascend Real Estate - San Francisco	100.00%	41	Real Estate For A CAUSE - Detroit	92.59%
17	C21 Professional Group	100.00%	42	Nick Sadek Sotheby's International Realty Team	92.59%
18	Lamica Realty	100.00%	43	Kathy Burch Team	92.31%
19	Matin Real Estate	100.00%	44	JerseyLiving - Jersey Shore	92.00%
20	Iron Valley Real Estate of Central MD	100.00%	45	Brent Harris Team	91.67%
21	Amy Wastler Team Delaware	100.00%	46	MiReloTeam	90.91%
22	Torelli Properties Group	100.00%	47	Adam Slivka & Greg Reilley Team	90.91%
23	MK & Associates	100.00%	48	Tomorrow's Realty Group	90.48%
24	Rich Kim Group	100.00%	49	MPR Group	90.00%
25	The Nevada Real Estate Group	100.00%	50	The Alex Owens Team	90.00%
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**Movoto Pro+**  
**Facebook group**



Ash Hallford Romo

14 February at 12:59 · 🌍



**February  
Facebook  
winner...**

**Happy Valentine's Day OJO Pro+! What do  
you LOVE about being a real estate agent?**



Ash Hallford Romo

14 February at 12:59 · 🌐



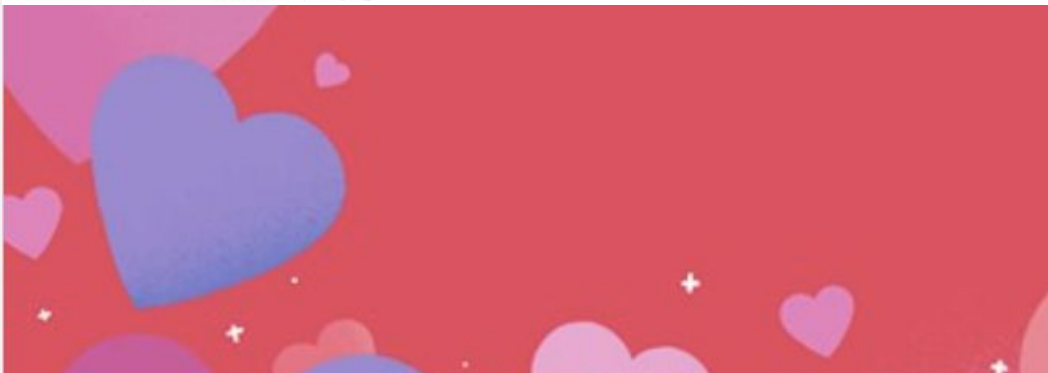
... Kerri  
Mulvey



Kerri Reynolds Mulvey Top contributor

Developing relationships and life long friendships with the families we assist.

3 w Love Reply



Kerri Reynolds Mulvey

6 d · 🌐

THANK YOU OJO Pro+!!!


What a really nice surprise to come home from work to find this awesome OJO PRO+ merchandise had been sent to me for attending your February OJO PRO+ Partner Webinar! I try to attend all of them as they are incredibly informative and have been a real game changer in our Team's ability to convert online leads.

Thank you! And keep those webinars coming!!





Ash Hallford Romo

 Movoto Pro+

**Comment to be  
entered to win!**

**How do you maintain positive  
relationships with difficult  
clients?**



# Pro+ panel



**Rachel Cooney**

Operations Coordinator and Recruiter

ChuckTown Homes - Columbia



**Christina Myers**

CEO

Bachman Realty Group

**m**ovoto