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OJO Pro+ Partner Webinar

Jeremiah Taylor | 11.30.23



Agenda

01 Creating Optionality for Sellers | 10 min

02 Snooze | 5 min

03 Leaderboard | 5 min

04 Pro+ panel and Q&A | 35 min

05 Would you accept this lead? | 5 min

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**What is seller
optionality?**

Traditional Agent Strategy



List on the Market

Successful agents create optionality

Traditional Agent Strategy

The Modern Agent Strategy



List on the Market



EasyKnock

Sell2Rent

curbio

Thumbtack

knock.

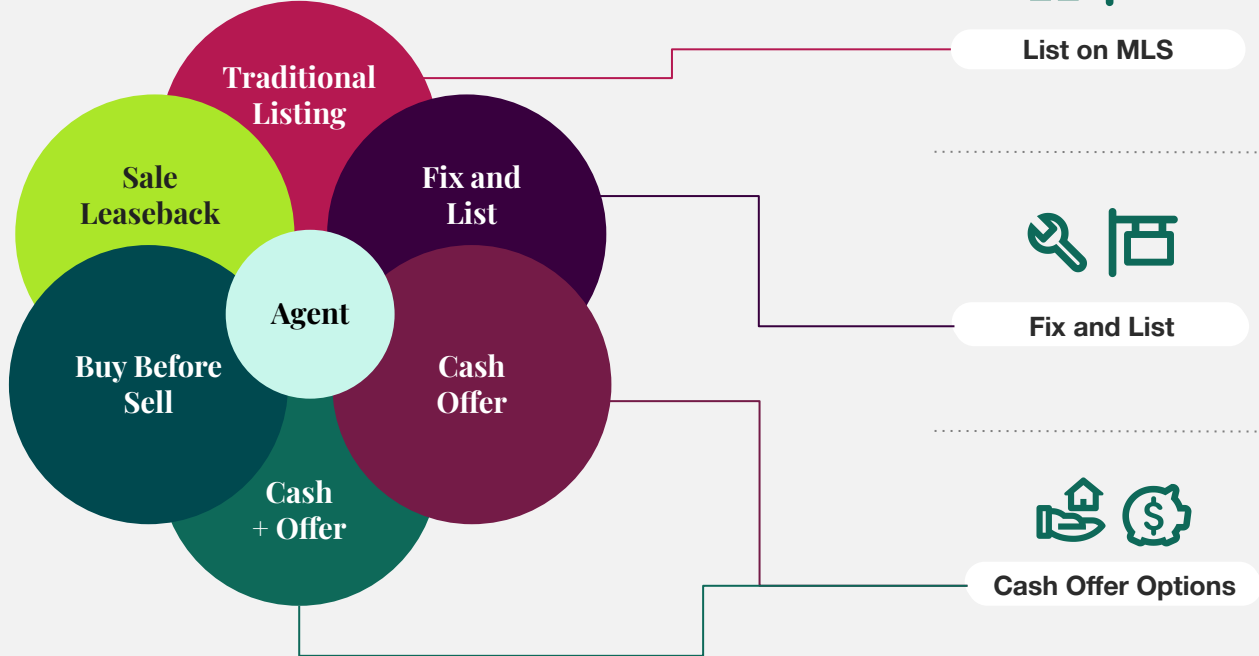
Orchard

homeward

Zoodealio

Today's sellers want options

Create confidence at your listing appointment



List on MLS

See what the open market brings by getting professional photos taken, listing on the MLS, and advertising to other agents



Fix and List

Introduce your client to your partners and contractors to assess what is possible and maximize profitability



Cash Offer Options

Present a cash offer yourself or through a network of investors or iBuyers within 3-4 days

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**How we generate
seller opportunities**

OJO is connecting agents to potential sellers we meet through **Movoto.com** who are looking to receive a cash offer on their property.

The most effective way to deliver value to these consumers is **provide them with optionality** that aligns with their needs.

The seller journey

movoto



OJO meets potential sellers on our home search portal, **Movoto.com**



We contact the consumer and verify they are looking to sell prior to making the introduction

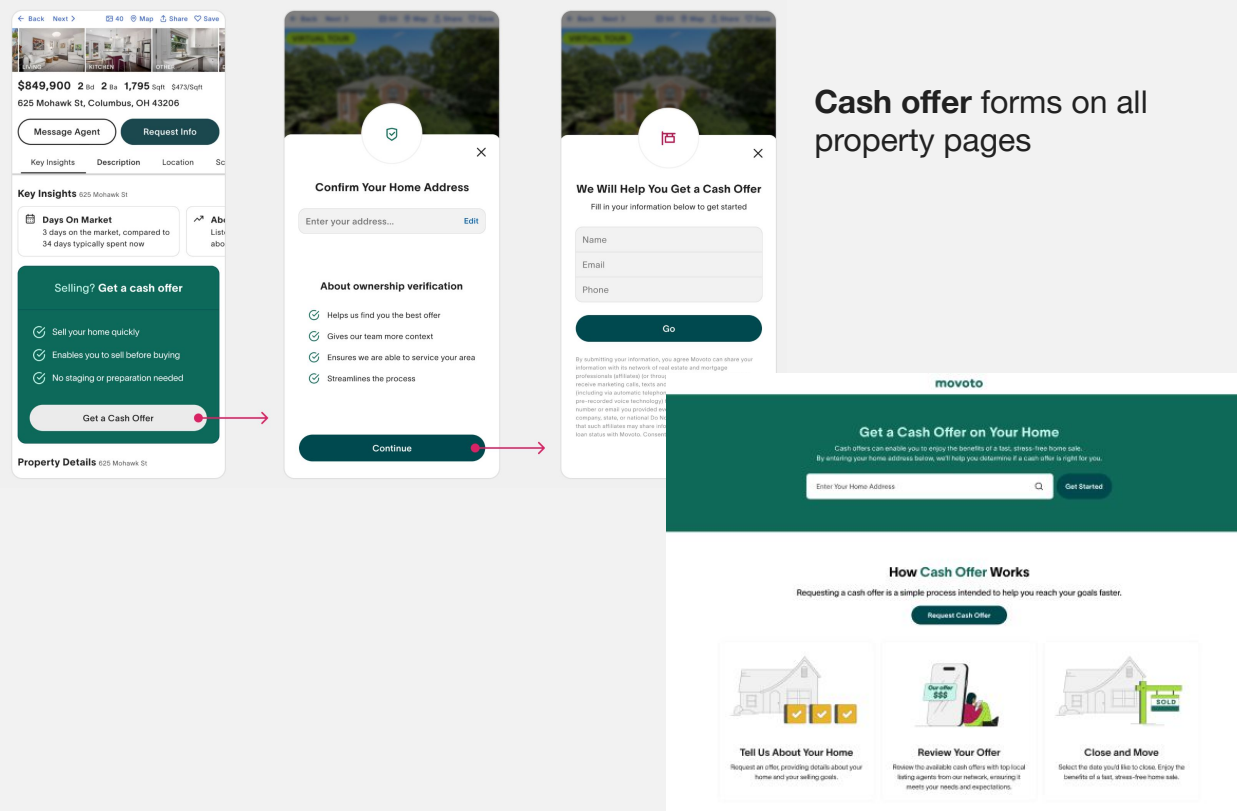


Sellers are introduced to you via live and non-live transfer. If a seller is interested in a cash offer, you'll know from the lead screen



Once you connect to a seller, it's showtime! Set an appointment to see the property and review options. OJO Concierge is there to support throughout every milestone

How we meet potential sellers on Movoto.com

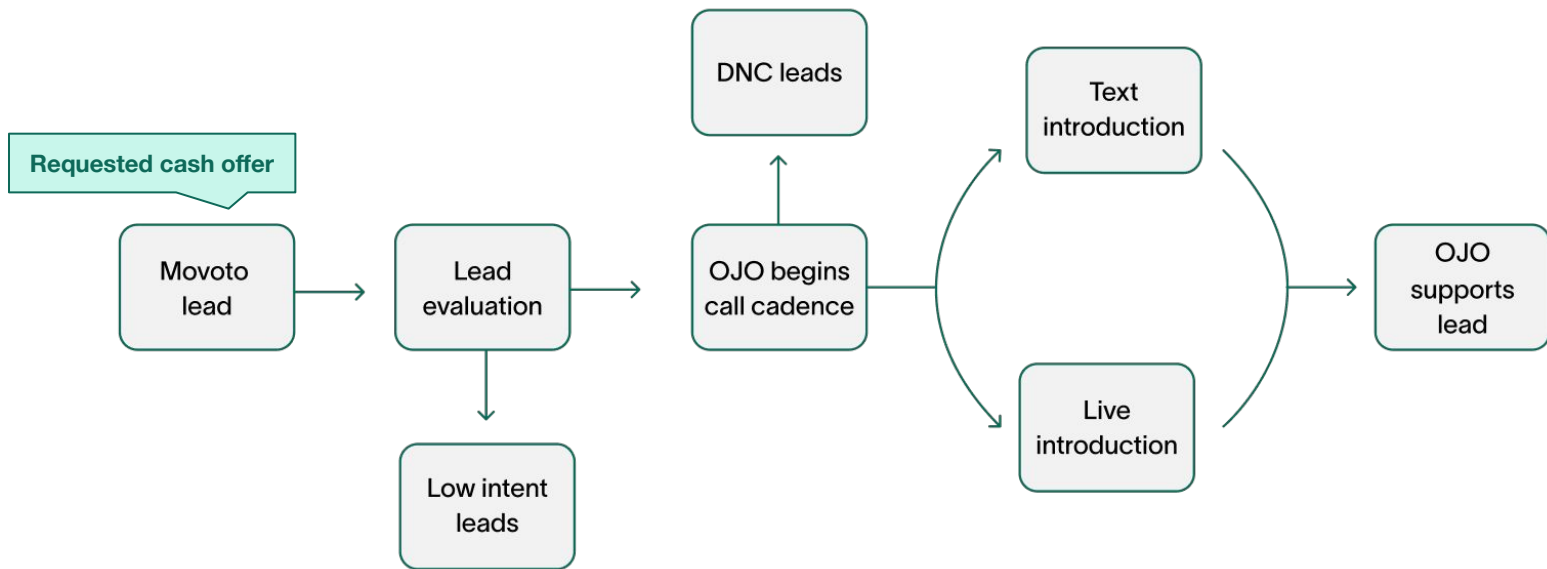


Sellers will likely fall in 1 of 4 categories:

- **Curious Carol:** Wants to know what someone would pay for home, but not highly motivated. May require nurturing
- **Fix-up Felix:** Home in need of major repairs that can be handled by selling to an investor who can fix and resell or by seller fixing and listing with agent
- **Hurry-Up Harry:** Home in ready condition, but seller's scenario requires cash now
- **Traditional Tracy:** Looking at cash offers, but once sees the numbers, wants to go the traditional listing route

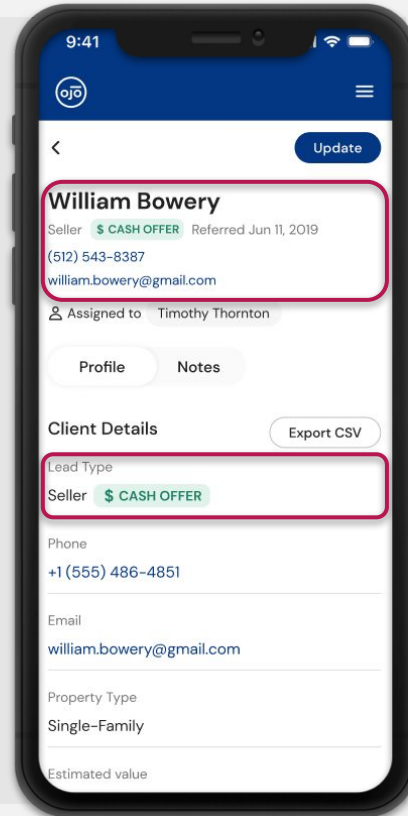
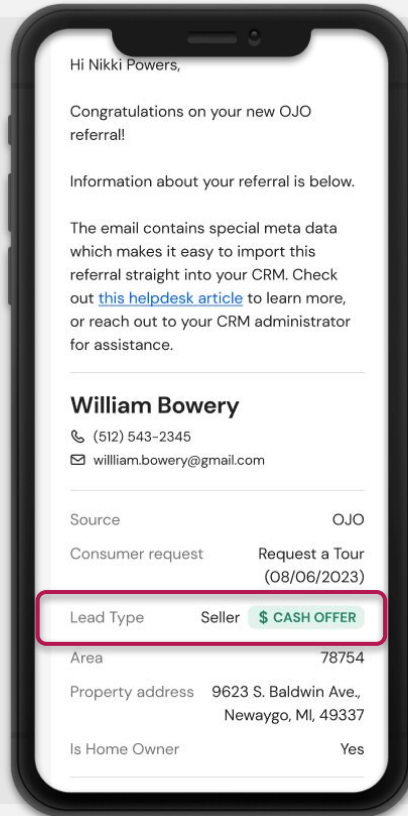
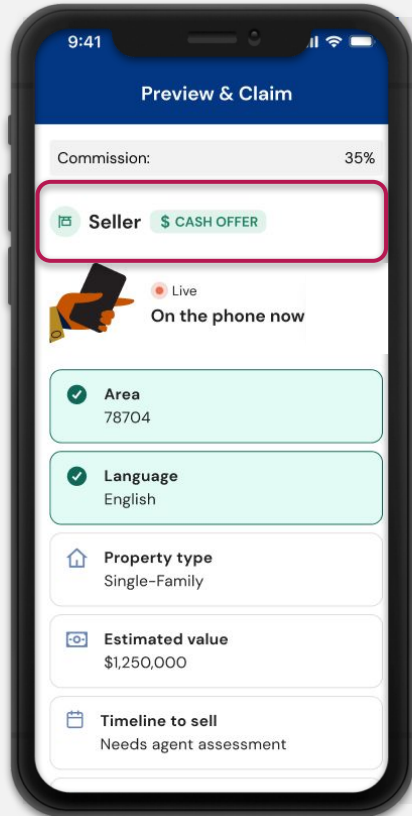
Seller landing pages

Seller evaluation and introduction



Most seller introductions will come from Movoto. In some markets, we introduce you to consumers who were interested in a cash offer from a partner, but fell outside the partner's service criteria

Claiming the lead offer

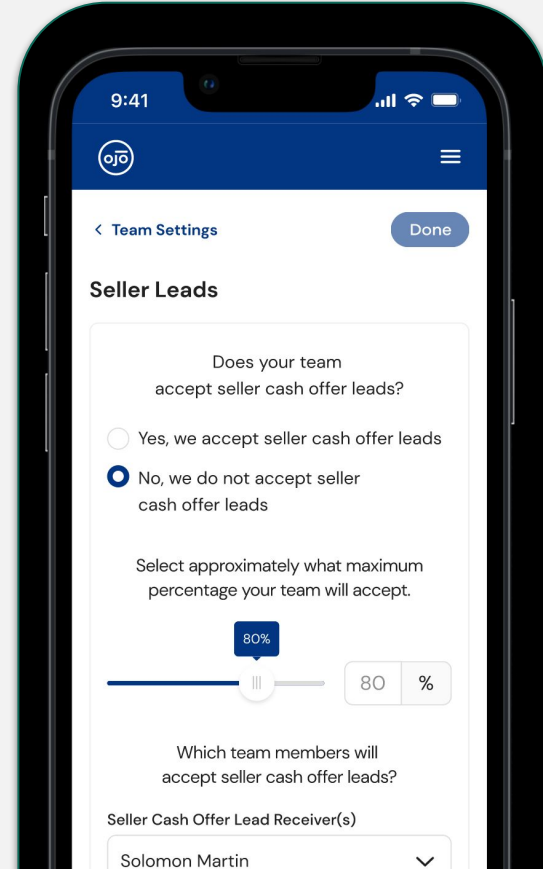
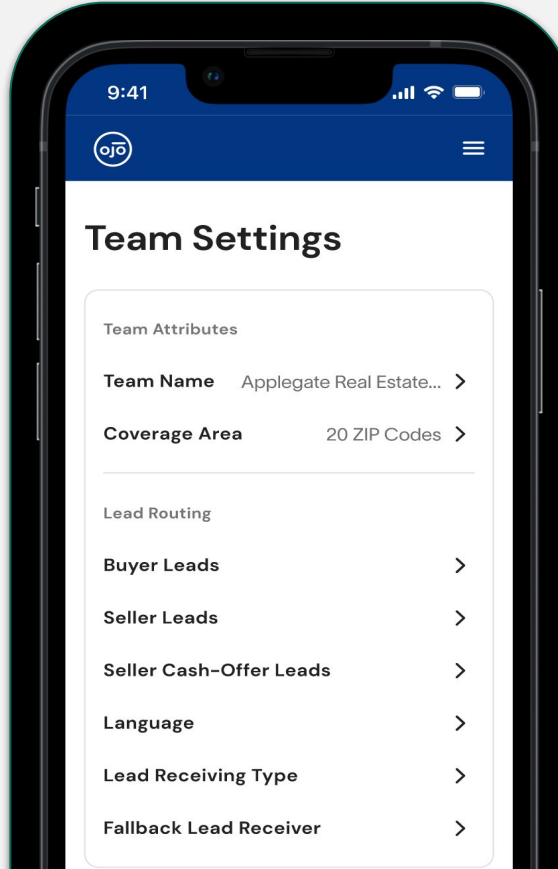


Lead routing preferences are not yet available, but are coming soon for **Pro+ Team Leaders**

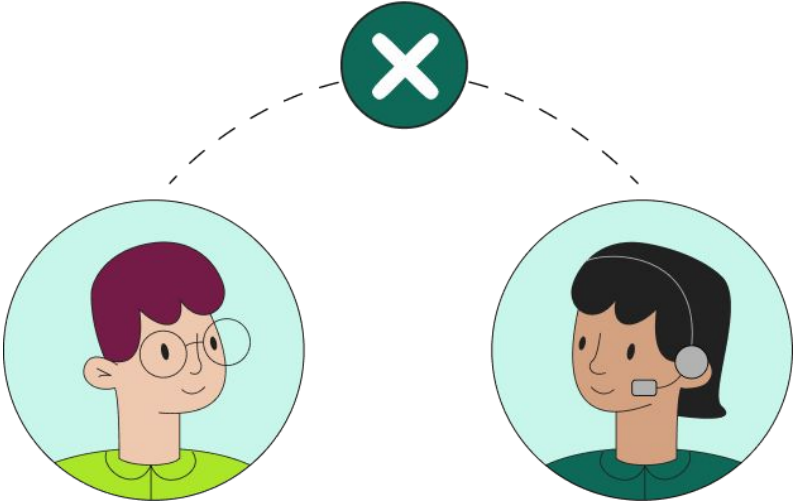
Manage lead routing preferences

SNEAK PREVIEW!

You must go into Settings and toggle **ON** to receive cash offer leads



CER call



Seller and CER



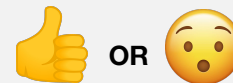
Introduction call



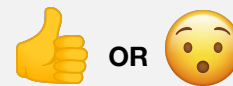
Seller and agent

Scorecard

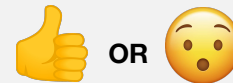
Did the agent **Connect** with the client by showing enthusiasm and matching their tone, rate of speech and volume?



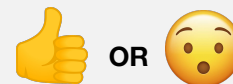
Did the agent **Set** an in-person appointment to help earn their trust and built rapport?



Did the agent **Learn** by asking questions to uncover the client's motivations, wants and needs?



Overall, did the agent seem prepared to meet with the client in-person and present all their options to help them feel confident moving forward?



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**Stand out to your
seller introductions**

Call Scorecard

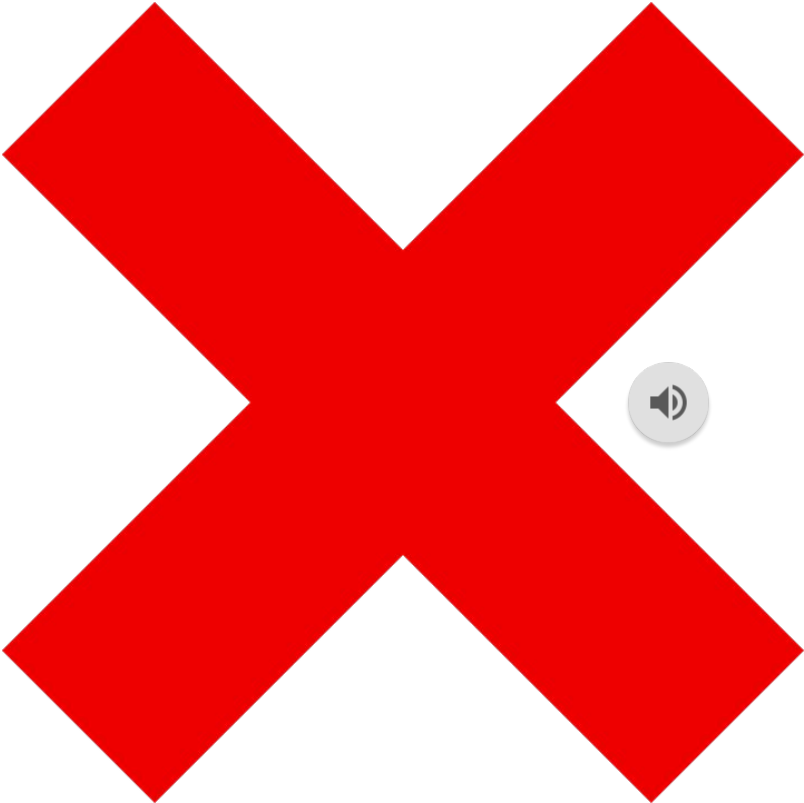
(1 = poor 5 = great)

1. Enthusiastic opening	___ /5
2. Mirror and match pace / tonality	___ /5
3. Level of rapport built	___ /5
4. Appointment set	___ /5
5. Location discussed	___ /5
6. Motivation discussed	___ /5
7. Strong closing with steps and timing	___ /5
Total	___ /35

Call Scorecard

Greeting	Answer	Score	Points possible
1. Did the agent tell you their name in the greeting?	Yes = 1 No = 0		1
2. Did the agent mention they were "a local Movoto agent"?	Yes = 1 No = 0		1
3. Did the agent sound enthusiastic/upbeat?	Yes = 1 No = 0		1
4. Did the agent speak clearly/loudly enough?	Yes = 1 No = 0		1
Setting the Appointment & Connect, Set, Learn			
5. Connect: Does the agent inquire about other potential homes the buyer may have?	Yes = 1 No = 0 No question = -1		1
6. If time was requested, did the agent confirm the date/time of the appointment?	Yes = 1 No = 0		1
7. Set: Is the first question regarding when the buyer wanted to see the home?	Yes = 1 No = 0		1
8. Learn: Does the agent inquire what motivated them to tour this home?	Yes = 1 No = 0		1
Ending with Action			
9. Does the agent end the call with a plan of action?	Yes = 1 Sort of = 0 No = -1		1
10. Did the agent offer to send a text with their contact information after the call?	Yes = 1 No = 0		1
11. Did the agent mention they will call the buyer back to confirm the appointment?	Yes = 1 No = 0		1
12. Did the agent sound positive/upbeat or use humor?	Positive = 1 Neither = 0 Negative = -1		1
13. Were there distractions on the call? (background noise, delay, at a computer)	None = 1 Some = 0 Lots = -1		1
14. Did the agent try and connect with buyer or offer helpful information/advice?	Yes = 1 No = 0		1
15. If you were the buyer, do you want to work with this agent?	Yes = 1 Not sure = 0 No = -1		1
Total			15

Call recording



ISA best practices

Two Categories:



Getting a call from a consumer who found you or a property online



Calling a consumer who was browsing online and filled out a lead form

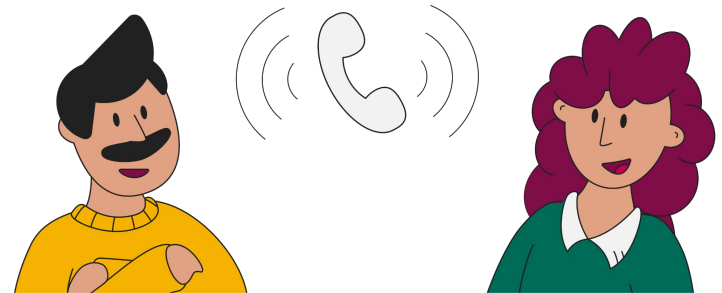
ISA best practices

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





Don'ts:

- Treat the call like you would if the consumer was calling you
- Act like you are being interrupted and aren't prepared



Dos:

- The thought of making a positive first impression should always be on your radar



Reminders:

- When you get a live transfer, remember that a consumer is not calling you
 - You are calling them, meaning that Movoto/OJO called the consumer after they filled out a lead form and we are now bringing you on the line. **This is the same as you calling them.**



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

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Snooze

Snooze

When should I unsnooze you?

1 day 2 days 1 week

Or specific date

October 27, 2020

This will pause your offer texts during this time.

Cancel Done

Your Name Here
• OJO Active

Snooze

Your Name Here

• OJO Select Network Inactive

Unsnnooze

Automatically re-activated on Oct. 27, 2020

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Pro+ leaderboard

OJO Pro+ top-performing teams

Ranking	Agent Team Name	In Contract and Closed Count
1st	Lamacchia Realty Relocation Dept	11
2nd	Stephen Cooley Real Estate	10
T3	The Robert Dekanski Team	9
	Landro Fox Cities Realty	9
	ChuckTown Homes - Greenville	8
	Expansion Group	8
	The Rivlin Group	8

Agent Team Name	Showing Homes Rate	Number of Gross Leads
The Kulaga Team	63.22%	87
NK Team	39.58%	96
Genid Group	36.48%	233
Hannan Grandmont Team	35.90%	39
JerseyLiving	35.42%	96
Real Estate For A CAUSE - Lansing	35.00%	120
Queen City Sellars	34.95%	103

Pro+ panel



Misty Darling

Team Lead | The Misty SOLDwisch Home Selling Team



Jeremy Wilson

Team Lead | ChuckTown Homes Real Estate

Would you
accept this
lead?

Listing price: \$30,000



717 Grand St, Orlando, FL 32805

AVM: \$124K m Est: \$211K m Mtg: \$1,001/Mo

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 717 Grand St

AVM Estimate \$124,000	<u>m</u> Est: \$211,396
Year Built 1926	GreatSchool Score 1/10 to 7/10
Mortgage Payment \$1,001/Month	

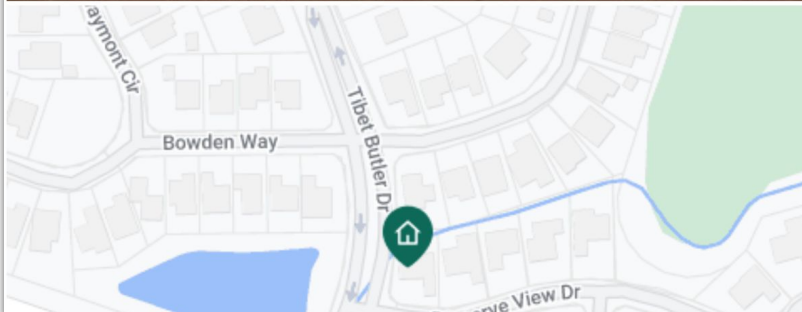
Key Insights 717 Grand St

Days On Market
202 days on the market, compared to 48 days typically spent now

Below Market
Estimated for below Orlando

Description 717 Grand St

Closing price: \$1,010,000



← Back Next > Photos Map Share Save

\$1,010,000 4 Bd 4 Ba 3,196 Sqft \$316/Sqft

11357 Preserve View Dr, Windermere, FL 34786

AVM: \$1.09M Est: \$1.01M Mtg: \$4,783/Mo - Check your equity today!

House - Sold in 7 Days on 02/04/2022

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details Key Insights Description Location

Property Details 11357 Preserve View Dr

AVM Estimate
\$1,096,000

Movoto Estimate
\$1,010,152



HOA Fees
\$240/Month

Lot Size
0.35 Acre



Year Built
2005

Garage Spaces
2



Neighborhood
Keenes Pointe

GreatSchool Score
6/10 to 10/10



Rental Estimate
\$2,926/Month

Mortgage Payment
\$4,783/Month



Tap into your home equity!

Listing price: \$100,000



269 Parker Farms Rd, Wallingford, CT 06492

[AVM: \\$299K](#) [m Est: \\$144K](#) [Mtg: \\$683/Mo](#)

🏠 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 269 Parker Farms Rd

[AVM Estimate](#)
\$299,000

[Movoto Estimate](#)
\$144,125



Lot Size
0.55 Acre

[Year Built](#)
1936



[GreatSchool Score](#)
5/10 to 7/10

[Mortgage Payment](#)
\$683/Month

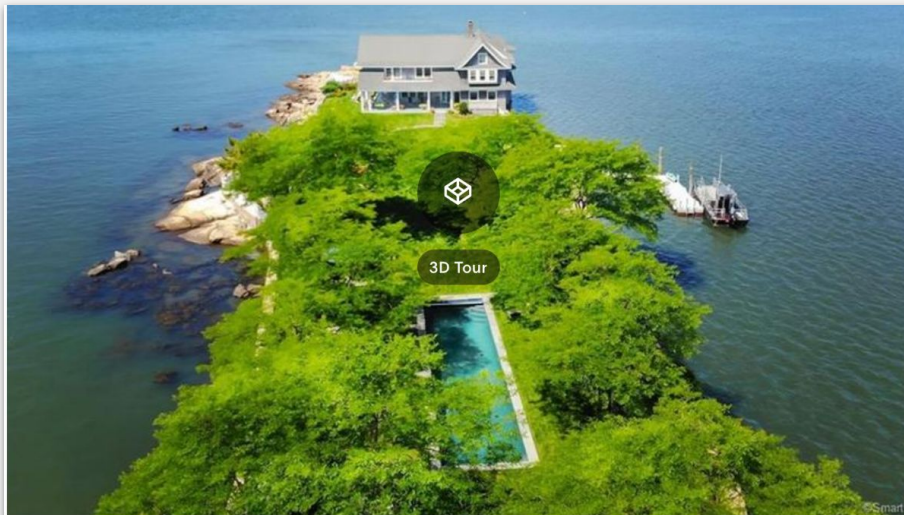


Key Insights 269 Parker Farms Rd

📉 **Below Market Median**
Estimated for \$144K, \$237K (72%)
below Wallingford median

Description 269 Parker Farms Rd

Closing price: \$4,200,000



0 Potato Is, Branford, CT 06405

Est: \$2.27M **Mtg:** \$10,793/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 0 Potato Is

Movoto Estimate
\$2,279,153



HOA Fees
\$3/Month



Lot Size
1.1 Acre



Year Built
1912



Mortgage Payment
\$10,793/Month



Tap into your home equity!

Key Insights 0 Potato Is



Larger Home



More Bathroom

Listing price: \$298,900



517 Calle Aragon #C, Laguna Woods, CA 92637

Est: \$419K **Mtg:** \$1,421/Mo - Check your equity today!

Stock Cooperative - Sold in 32 Days on 03/29/2021

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Details

Key Insights

Description

Location

Property Details 517 Calle Aragon #C

Movoto Estimate

\$419,750

m

HOA Fees

\$602/Month



Year Built

1965

g

GreatSchool Score

5/10 to 5/10



Rental Estimate

\$3,150/Month

m

Mortgage Payment

\$1,421/Month



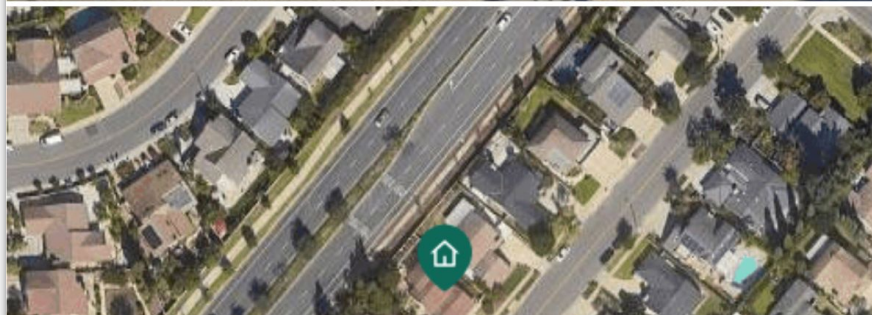
Tap into your home equity!

Show All Property Details



Key Insights 517 Calle Aragon #C

Closing price: \$1,088,000



15331 Nantes Cir, Irvine, CA 92604

AVM: \$1.42M m Est: \$1.63M Mtg: \$7,747/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 15331 Nantes Cir

AVM Estimate
\$1,420,000



Movoto Estimate
\$1,635,922



Lot Size
6,052 Sqft



Year Built
1971



Garage Spaces
3



GreatSchool Score
8/10 to 8/10



Rental Estimate
\$5,075/Month



Mortgage Payment
\$7,747/Month



🏠 Tap into your home equity!

Key Insights 15331 Nantes Cir

Listing price: \$279,900



158 Prospect Hill Rd, New Milford, CT 06776

AVM: \$573K m Est: \$759K Mtg: \$2,614/Mo - Check your equity today!

🏠 House - Sold on 02/14/2023

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Details

Key Insights

Description

Location

Property Details 158 Prospect Hill Rd

AVM Estimate
\$573,000



Movoto Estimate
\$759,561



Lot Size
1.4 Acre



Year Built
1936



Garage Spaces
2



GreatSchool Score
4/10 to 6/10



Mortgage Payment
\$2,614/Month

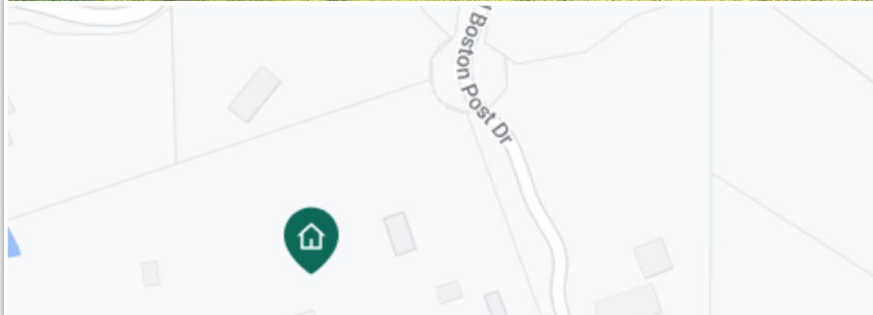


🏠 Tap into your home equity!

Show All Property Details



Closing price: \$1,150,000



14 Old Boston Post Dr, Roxbury, CT 06783

AVM: \$1.18M m Est: \$1.11M Mtg: \$5,446/Mo - [Check your equity today!](#)

🏠 House - Sold on 04/01/2022

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Details

Key Insights

Description

Location

Property Details 14 Old Boston Post Dr

AVM Estimate
\$1,189,000



Movoto Estimate
\$1,112,219



Lot Size
7.15 Acre



Year Built
1984



Garage Spaces
2



Mortgage Payment
\$5,446/Month



🏠 Tap into your home equity!

Show All Property Details



Key Insights 14 Old Boston Post Dr

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
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!

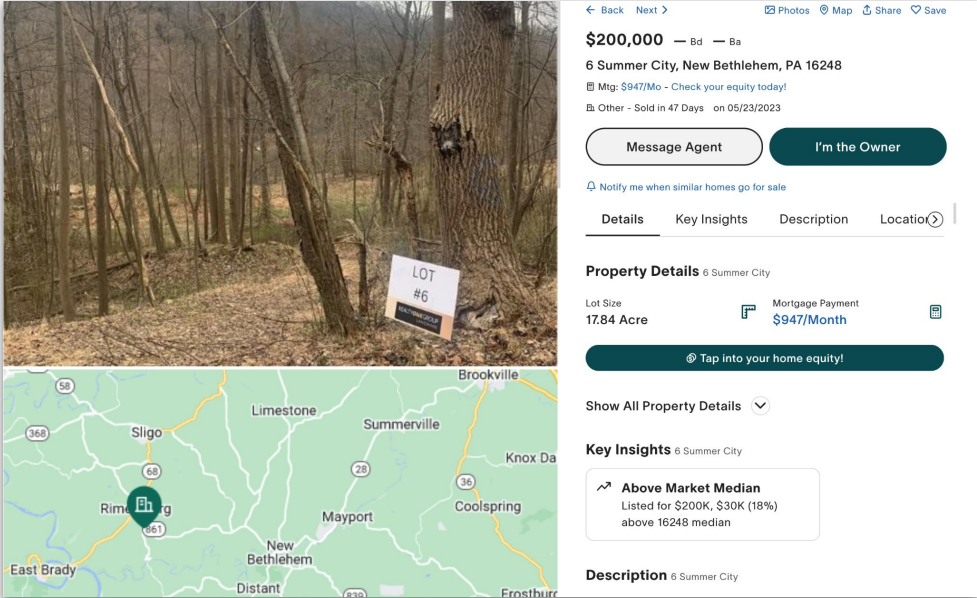
Key Insights 3 Summer City

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

OJO Master Class

DECEMBER 6TH AT 2PM CST

- Strong mindset in a new market
- Modern sales skills
- Social media and copywriting skills (the do's and don'ts)
- Online presence presentation skills
- Building a strong database in a changing market

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Jeff Glover

Founder, Glover U/ Coach/ Top-Producing Agent

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