

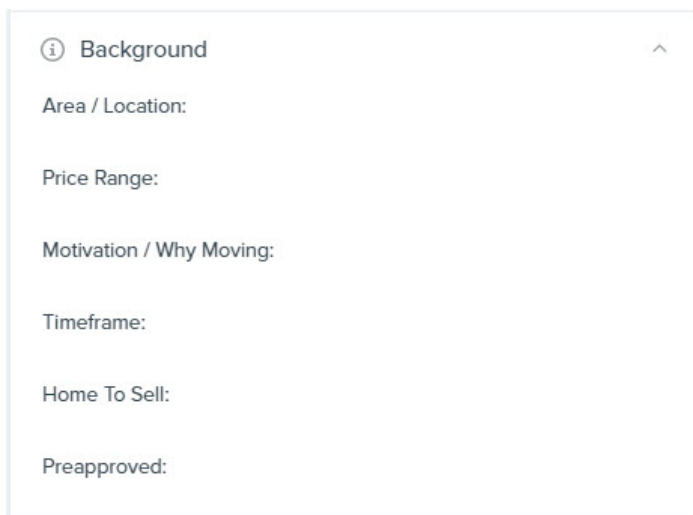
## OJO Lead Conversion Procedures -- version 061623

When accepting an OJO+ lead it is always best to get it as a **Live Transfer**. This is accomplished by quick action / response to the OJO+ text message.

With OJO leads you should always go straight for the appointment. These leads have made inquiries on properties, we need to set the appointment.

Once you have held the appointment you can then take the next step of qualifying the lead, getting them preapproved, etc.

Notes must be entered in the Background section in FUB following the structure below:



The image shows a screenshot of a software interface for a 'Background' section. At the top left, there is an information icon (i) and the word 'Background'. At the top right, there is an upward-pointing arrow (^). Below the title, there is a list of fields: 'Area / Location:', 'Price Range:', 'Motivation / Why Moving:', 'Timeframe:', 'Home To Sell:', and 'Preapproved:'.

Send additional properties (push listing) to keep the lead engaged and using our website.

Always be sure to update OJO on the status of the lead.

### **Criteria for receiving / continuing to receive OJO+ leads**

Keeping all leads updated in both OJO and FUB w/ proper stages set

All leads must have a future task set for them in FUB

Weekly follow up with the leads is required

All eligible agents must be doing 150 dials per week and setting one new appointment per week

All eligible agents must attend all Lowry Team calls / zoom meetings.

Failure to maintain these procedures may result in being removed from OJO+ leads.