



# September: Movoto Pro+ Partner Webinar



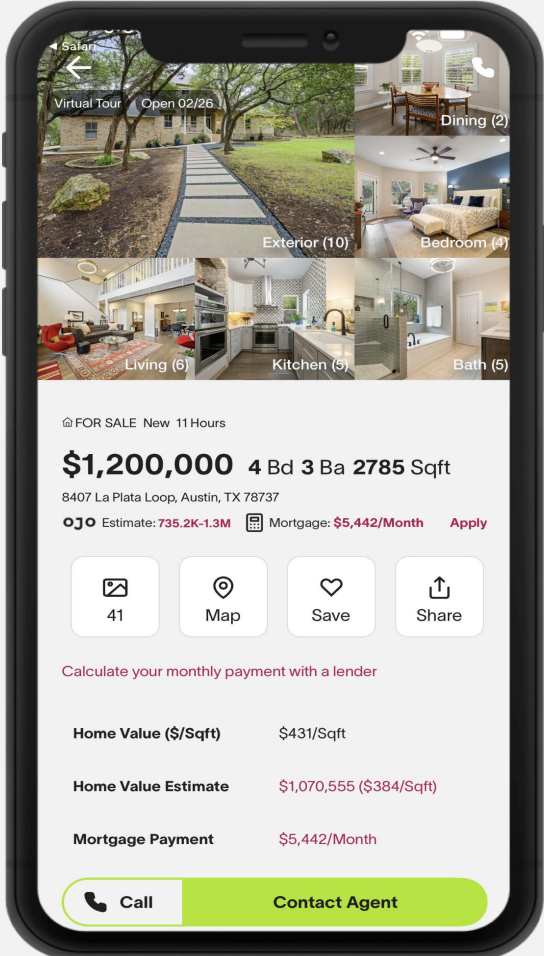
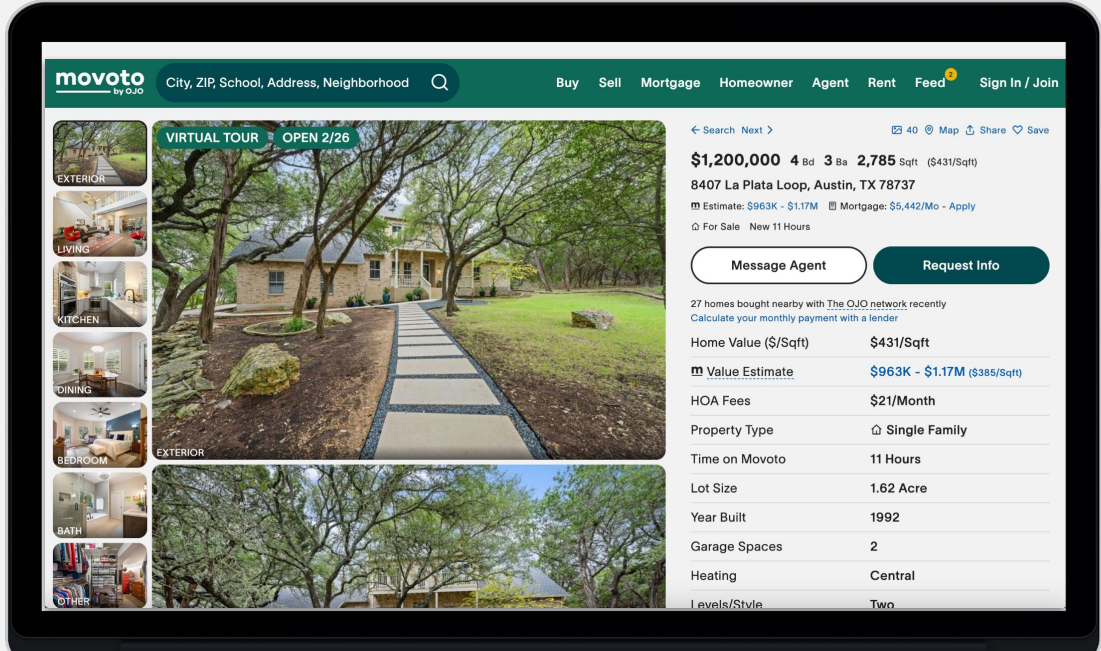
# Agenda

- 01 Welcome
- 02 Movoto Journey
- 03 Dashboard Updates
- 04 The Biggest Markers of Success
- 05 Agent Leaderboard
- 06 Would You Accept This Lead?
- 07 Pro+ Panel and Q&A

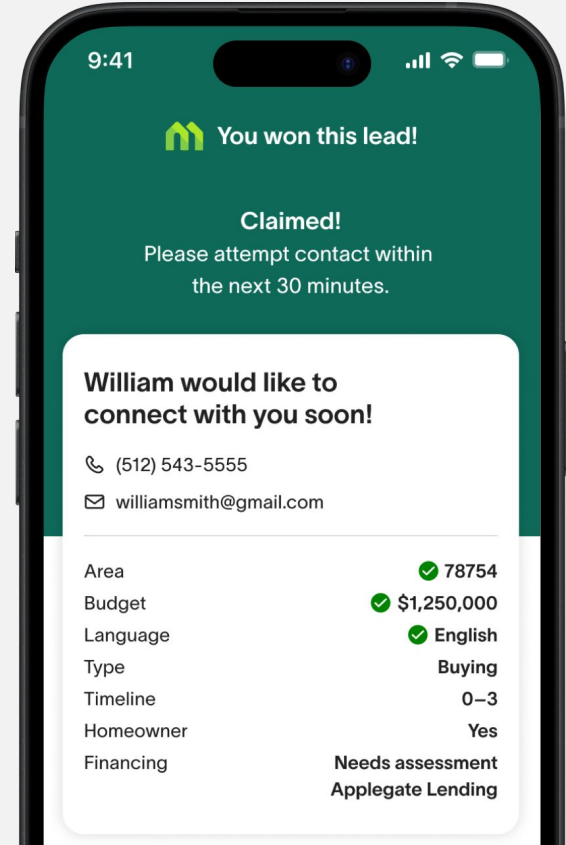
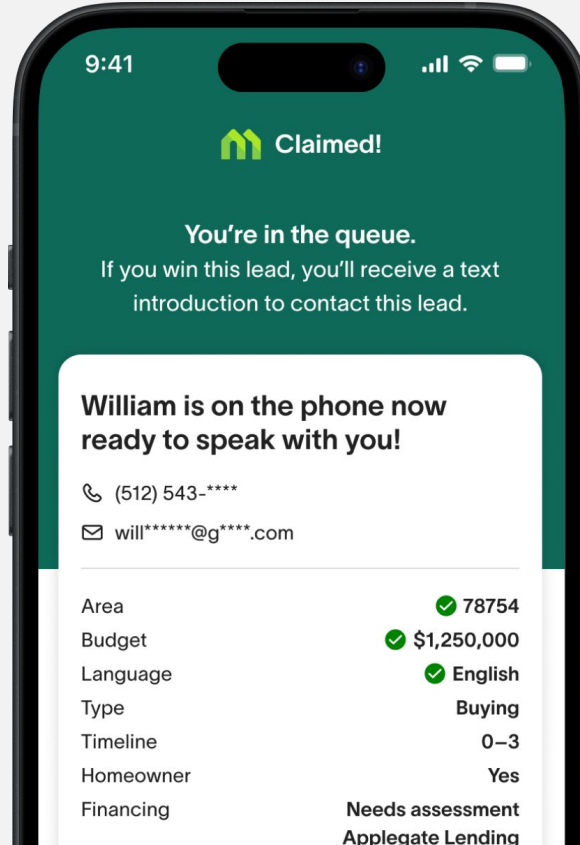
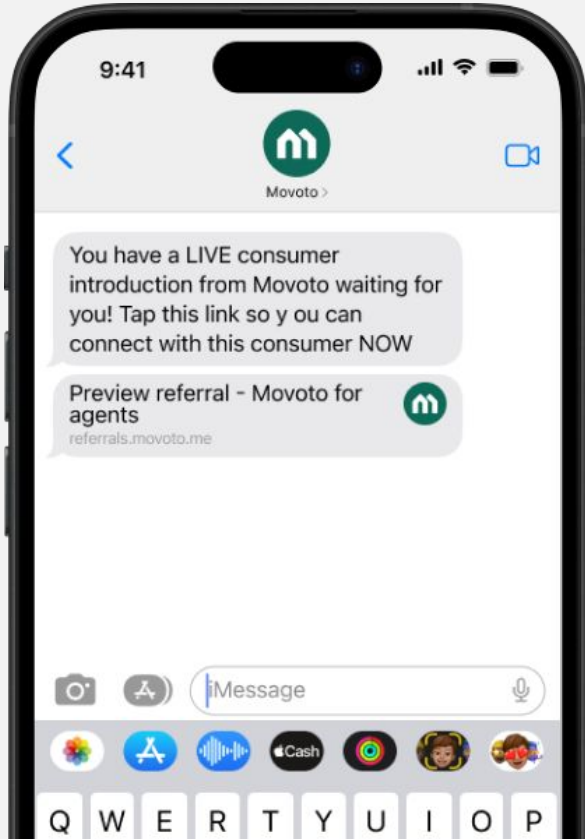


# Movoto Journey

# Consumers find a home they like and click “Message Agent” or “Request info”



# Agent opportunity flow



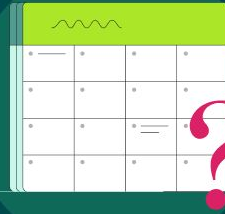
# 5 key things the agent needs to do when they get on the line



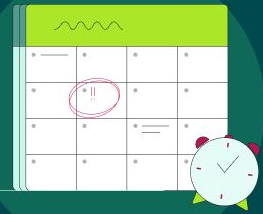
Smile!  
"I'm a local realtor"



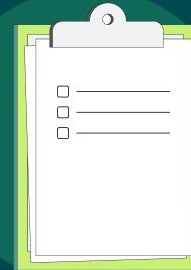
Get enough info in order to  
identify switch properties



Ask for  
appointment



Set hard  
appointment



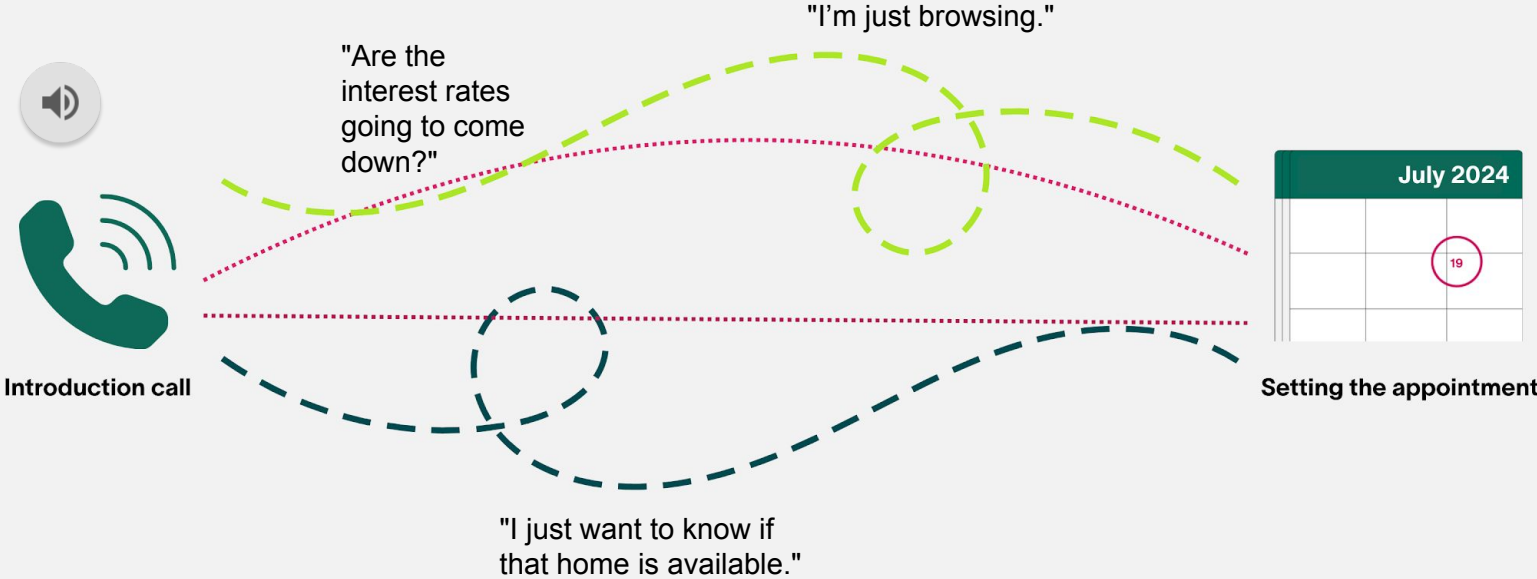
Here's what will  
happen next

# 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?	_____
<b>TOTAL</b>	_____/10

# The path to setting an appointment is not always linear



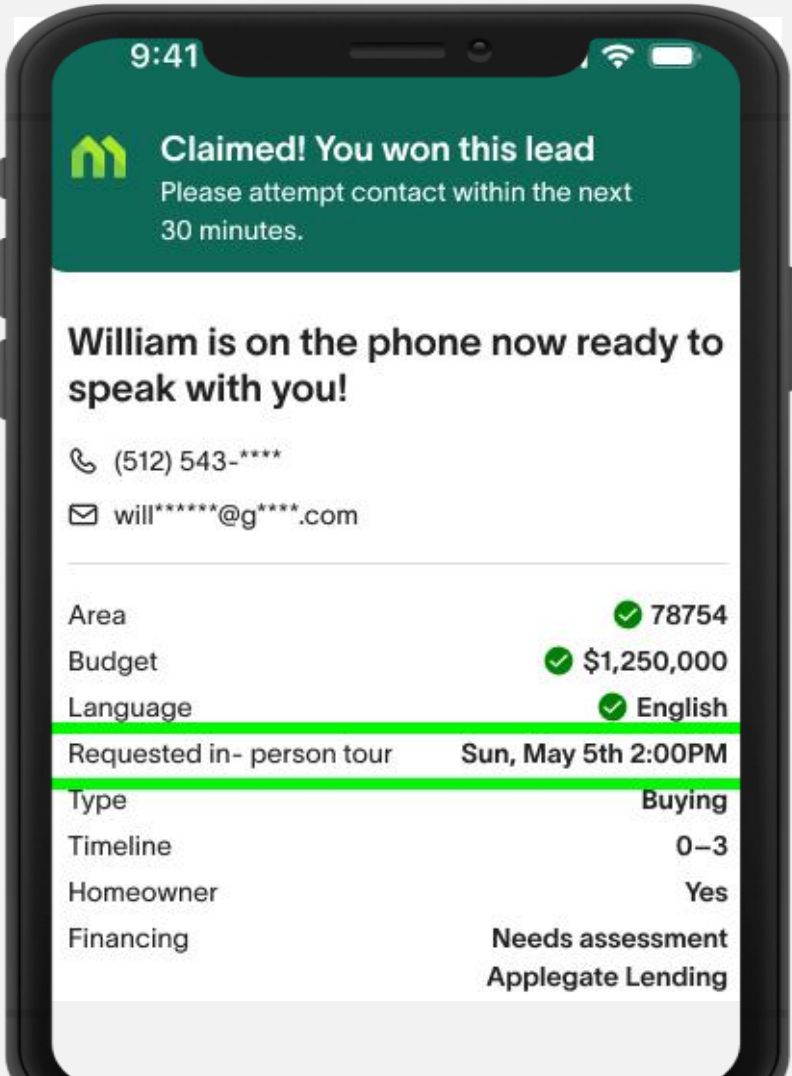




# Dashboard Updates

# Consumer tour request

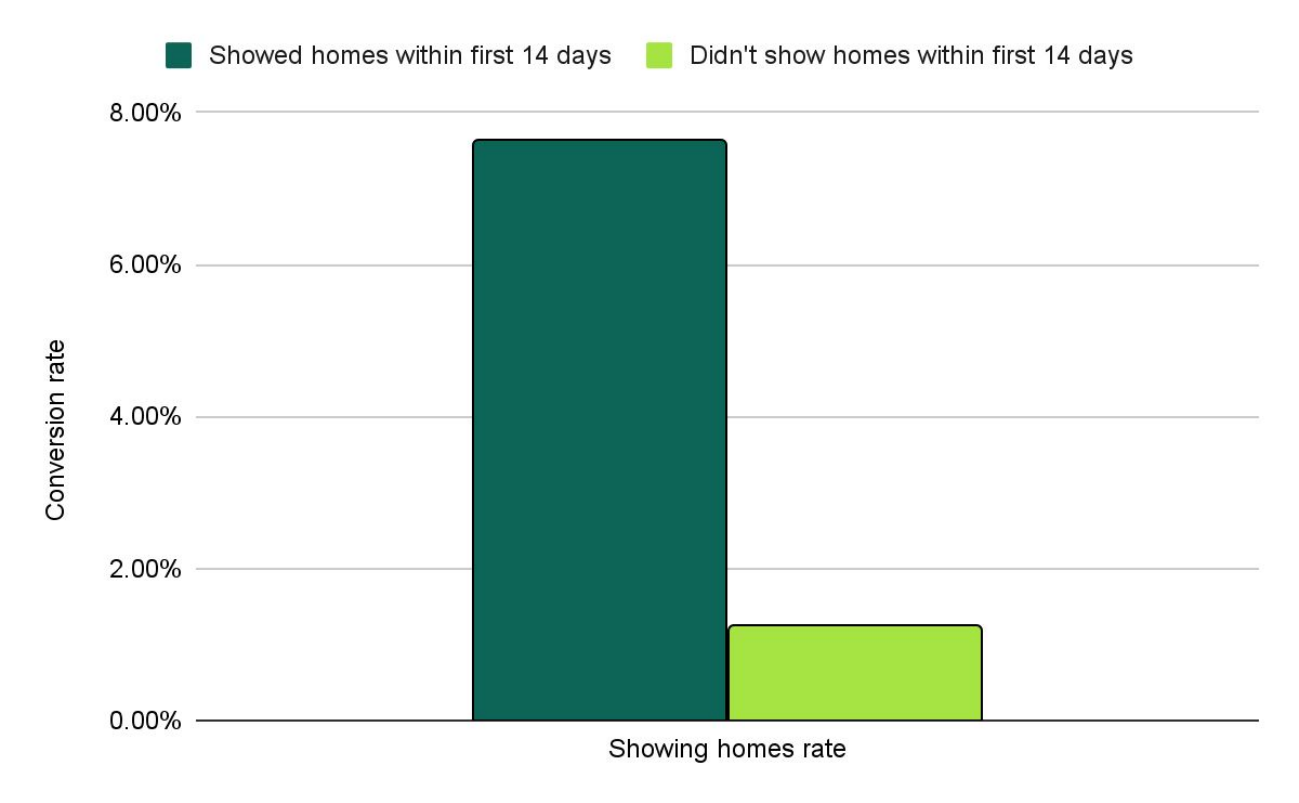
The lead offer screen contains valuable data to help inform your approach with the client





# 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?**

**3X**

**Great agents  
don't coast!**

ojo



# Agent Leaderboard

Team Name	Conversion Rate	# of Relationships
Keller Williams SouthPark	8.9 %	153
Mike Quail Home Selling Team	8.1 %	161
MistySOLD Team	7.1 %	219
Josh Hutchinson Realty Team	7.1 %	113
1st Class Real Estate Gulf to Bay	6.8 %	183

Would you  
accept this  
lead?



# Listing price: \$365,000



< Back Next > Edit Map Share Save

**\$365,000** 3 Bd 2.5 Ba

608 N Massachusetts Ave, Atlantic City, NJ 08401

AVM: \$378K 📄 Mtg: \$1,641/Mo - Get Preapproved

🏠 House - Sold

Message Agent

I'm the Owner

🔔 Notify me when similar homes go for sale

Movoto is helping 56 homebuyers near you

## Property Details

AVM Estimate

**\$378,000**



Built

2000



Garage Spaces

1



Neighborhood

**Uptown Atlantic City**



# Closing price: \$699,421

SOLD ON 06/18/2024

WATERFRONT



< Back Next >

Edit Map Share Save

**\$699,421** 4 Bd 2 Ba 1,969 Sqft \$355/Sqft

25 Island Dr, Brick, NJ 08724

AVM: [\\$686K](#) m Est: [\\$699K](#) Mtg: [\\$3,145/Mo](#) - [Get Preapproved](#)

House - Sold in 110 Days on 06/18/2024

Message Agent

I'm the Owner

Notify me when similar homes go for sale

Movoto is helping 60 homebuyers near you

Brick is **HOT**

Homes likely to be in contract in 25 days

Connect with a Real Estate Agent

Property Details

# Listing price: \$298,900



517 Calle Aragon #C, Laguna Woods, CA 92637

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

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

Message Agent

I'm the Owner

**m** Notify me when similar homes go for sale

Details

Key Insights

Description

Location **m**

## Property Details 517 Calle Aragon #C

**m** Movoto Estimate

\$419,750

**m**

HOA Fees

\$602/Month

**m**

Year Built

1965

**m**

GreatSchool Score

5/10 to 5/10

**m**

Rental Estimate

\$3,150/Month

**m**

Mortgage Payment

\$1,421/Month

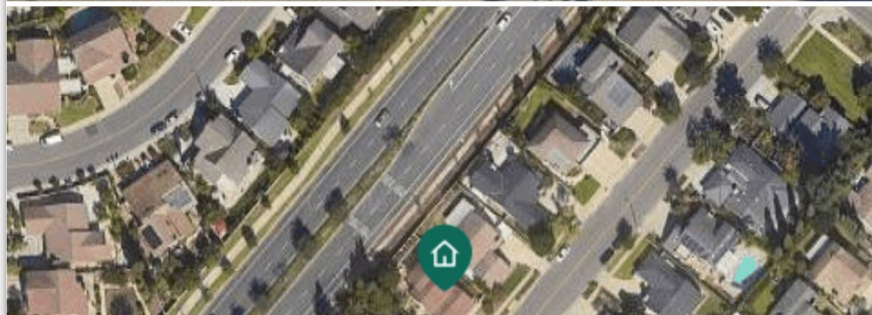
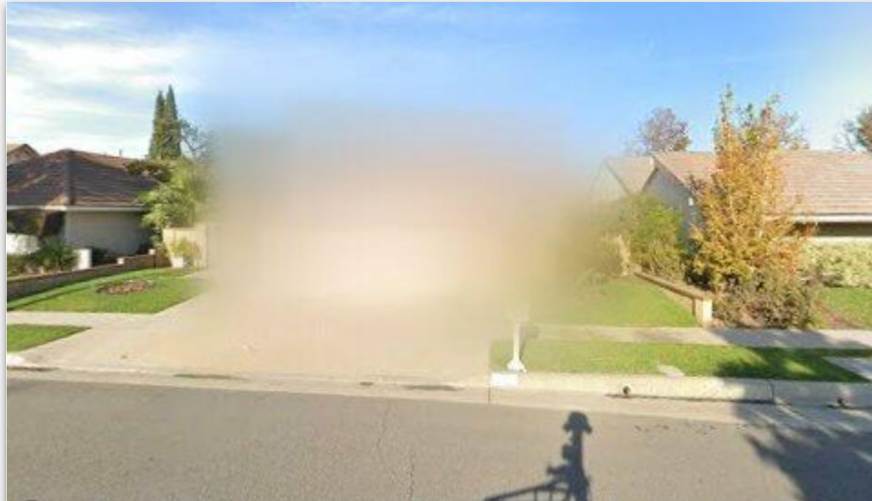
**m**

**m** Tap into your home equity!

Show All Property Details **m**

## 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: \$77,392

NOT FOR SALE / NOT FOR RENT



< Back Next >

[Edit](#) [Map](#) [Share](#) [Save](#)

**\$77,392** Est **9 Acre** \$10K/Acre

Xxx Hwy 90, Chipley, FL 32428

[m](#) Est: \$77.3K [i](#) Mtg: \$348/Mo - [Get Preapproved](#)

[🏠](#) Lot/Land - Public Record - Not For Sale / Not For Rent

Message Agent

I'm the Owner

[🔔](#) Notify me when similar homes go for sale

[Movoto](#) is helping 26 homebuyers near you

## Property Details

Movoto Estimate

**\$77,392**



Lot Size

**9 Acre**

GreatSchool Score

**3/10 to 5/10**



Mortgage Payment

**\$348/Month**

021 CPAR

# Closing price: \$630,007



< Back Next > Edit Map Share Save

**\$630,007** 4 Bd — Ba

30 Linn Smith Rd, Augusta, NJ 07822

AVM: \$632K 📄 Mtg: \$3,144/Mo - [Get Preapproved](#)

🏠 Other - Sold on 05/15/2024

Message Agent

I'm the Owner

🔔 [Notify me when similar homes go for sale](#)

[Learn about Augusta's top local Real Estate agents](#)

Details

Key Insights

Description

Location



## Property Details

AVM Estimate

**\$632,000**



Lot Size

**6.66 Acre**



GreatSchool Score

**5/10 to 7/10**



Mortgage Payment

**\$3,144/Month**



📄 [Get Preapproved](#)

3577

# Pro+ Panel - MistySOLDTeam



**Misty Darling**

Team Lead



**Fix Brown**

Director of Sales



**Shelby Allgood**

Top Agent

**m**ovoto