

# OJO CONNECTION TIERS



## RECOVER

### RECOUP

In this phase you will not be taking any active leads until your numbers realign with the Kickoff Phase. Time to hit the ISA leads and your own to grow your numbers!



## KICKOFF

### IMPROVE

Open Rate: 100%  
Median Response Time: >120 secs  
Accept Rate: <100%  
Decline Rate: >50%  
Showing Homes Rate: 10%  
Conversion: <5%



## INTERMEDIATE

### MAINTAIN

Open Rate: 100%  
Median Response Time: 30-120 secs  
Accept Rate: 90%-100%  
Decline Rate: 0%-25%  
Showing Homes Rate: 15%  
Conversion: 5%-7%



## ADVANCED

### EXCEL

Open Rate: 100%  
Median Response Time: <30 secs  
Accept Rate: 100%  
Decline Rate: 0%  
Showing Homes Rate: 20%  
Conversion: >7%

