



ojo

How to Win with OJO Pro+

Team Leads and Admins | 5.11.23



Agenda

01 Pro+ Introduction Flow | 5 min

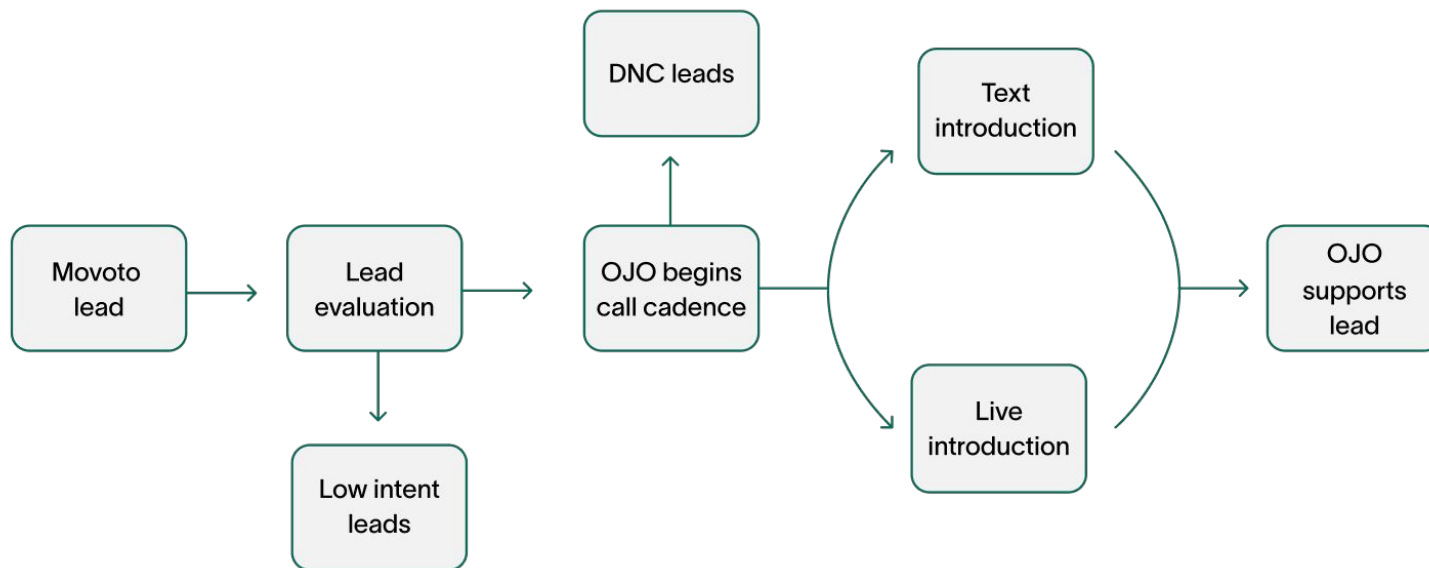
02 Inactive Clients | 5 min

03 Agent Dashboard | 5 min

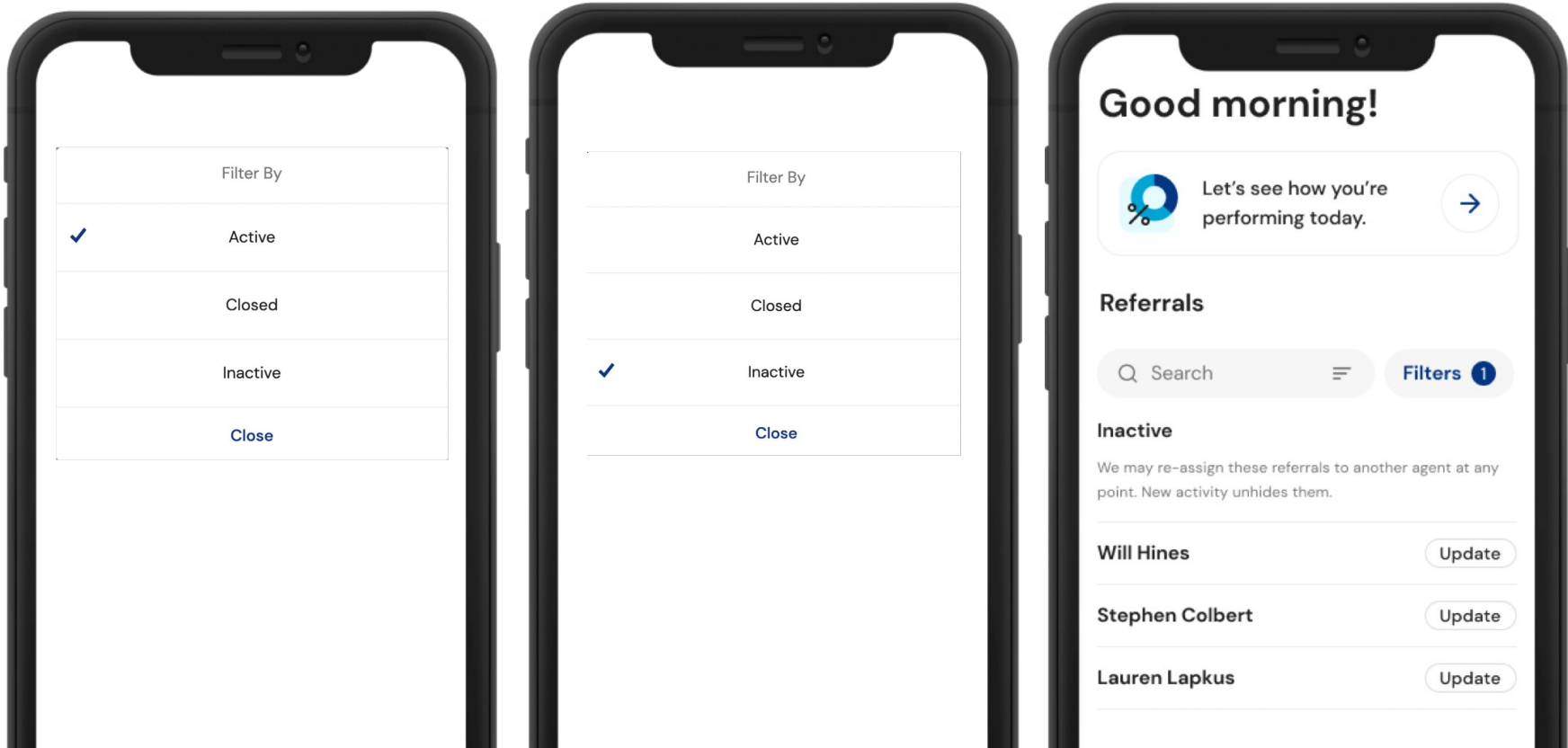
04 Fallback Lead Receiver | 5 min

05 Q&A | 10 min

Introduction flow

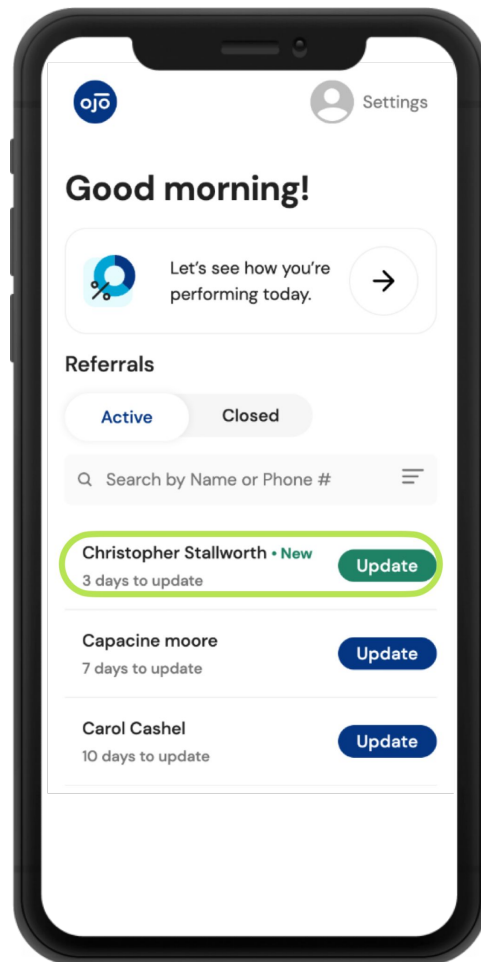


Inactive clients



Updating your agent dashboard

- You will need to update your Pro+ introductions in your agent dashboard monthly
- Provide updates for each referral **at least once per month** in the agent dashboard
- You'll see an "Update" button when an update is due
- You should provide information about any listing agreements the client has signed or any offers they have made



Fallback lead receiver

- Make sure your team is responding to **everything**
- Optimize for your core team to receive introductions, as we know that a fast response rate has the highest potential to transact with a consumer
- Fallback lead receiver is Plan B



Key Metrics

Response Time

- Good
 - < 90 sec
- Better
 - 30 - 90 sec
- Best
 - < 30 sec

Update Rate

- Good
 - 100%
- Better
 - 100%
- Best
 - 100%

Showing Homes Rate

- Good
 - 15%
- Better
 - 25%
- Best
 - 50%

Close Rate

- Good
 - 5%
- Better
 - 8%
- Best
 - 12%

Q&A

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