



## May: Movoto Pro+ Partner Webinar



# Agenda

- 01 Welcome
- 02 Movoto consumer/agent journey
- 03 Pro+ training resources
- 04 Agent awards
- 05 Pro+ panel and Q&A



**What does the Movoto  
journey look like?**

# 3 questions the CER asks the consumer on the line:



Home to sell?



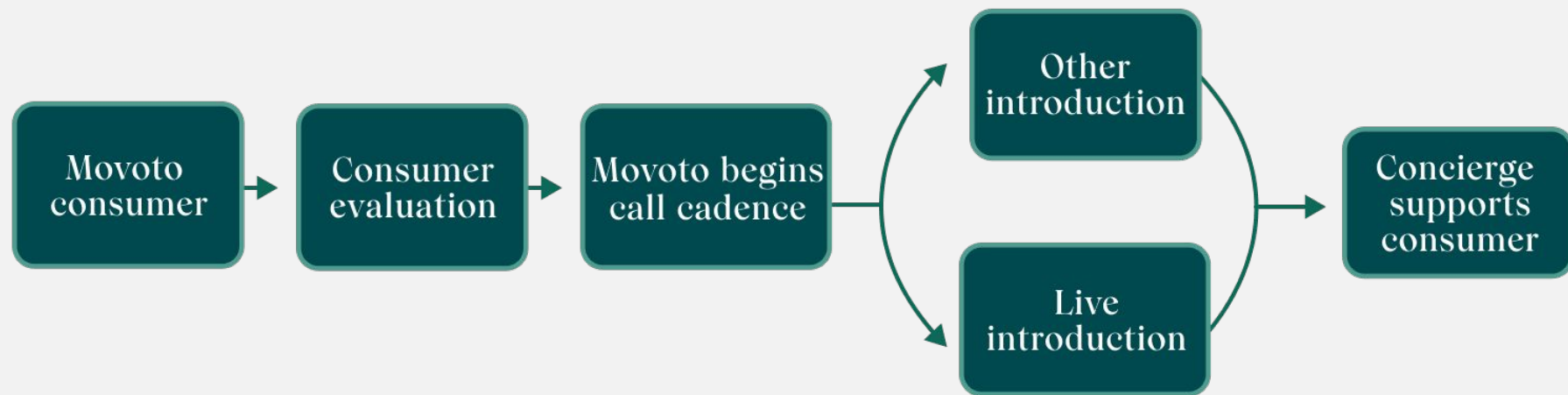
Committed to agent?



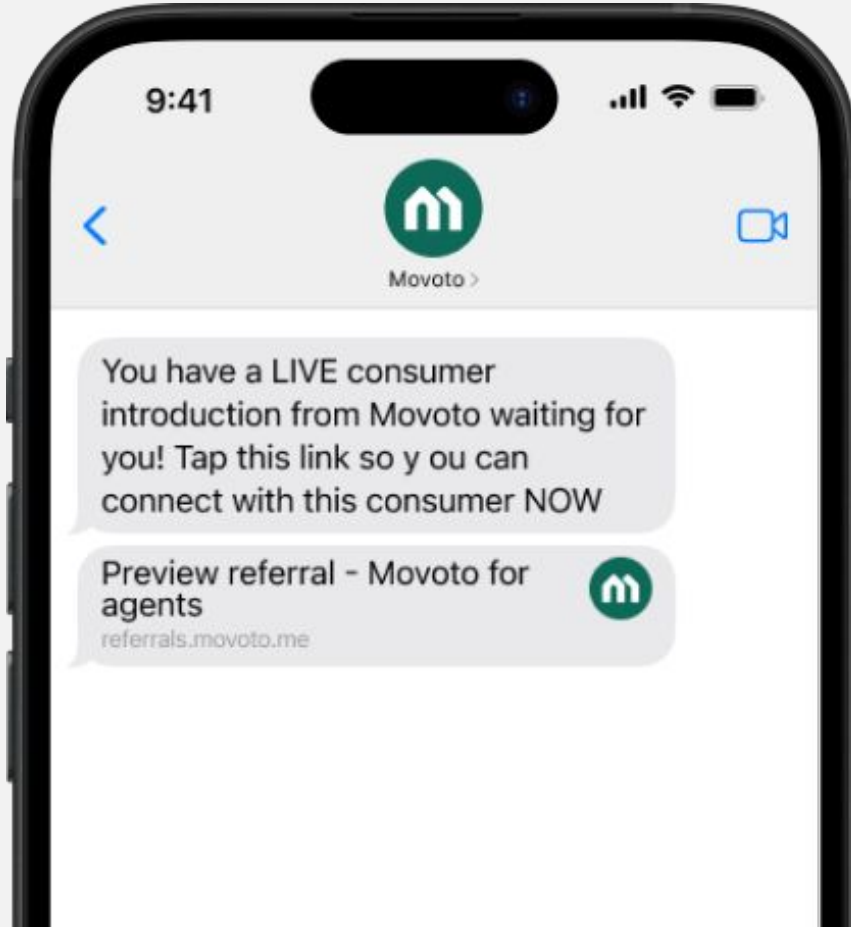
Buy or rent?

# Buyer/seller opportunity flow

What's happening behind the scenes



# 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



Here's what will  
happen next



Set hard  
appointment

# 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?	_____
TOTAL	_____/10

# 3 potential outcomes



Great news!



Property not  
available



Good news/  
bad news



# Pro+ training resources

# How to effectively navigate a live introduction

Approach live transfers the same way you handle outbound calls.  
Focus on building rapport and remember, you are trying to win their business.

## 1 CONNECT

Quickly build rapport and earn trust

"Hi, I'm [full name] with [team name]. I'm a local agent."

## 2 SET

Schedule the appointment

"I see you're interested in [address]. When are you available to go see this property?"

## 3 LEARN

Learn about their motivations

"What interested you in that specific property?"

# Script library

Movoto Pro+

Movoto Pro

🔍 Search for answers

Agent dashboard

Working with referrals from  
Movoto

Product and Program Updates

Working with Movoto

Best practices

Master Classes

Stump the Script Master

Movoto FAQ

Troubleshooting

## Scripts

Live transfer script

"We're putting our search on hold because interest rates are higher than we'd like"

When an introduction has become unresponsive

"We saw a house we liked but it's already in contract"

"I want a cash offer on my home"

When a lead offer text doesn't have a property address listed with it



# Dashboard walkthrough



Agent awards

Team Name	In Contract %
Mike Quail Home Selling Team	11.7%
Choose Charlie Real Estate Team	7.8%
Josh Hutchinson Realty Team	5.3%
HomeSmart River Realty	5.2%
Tinsley Realty Group	5.9%

# Pro+ team challenge

**The team to have the biggest improvement in...**

- **Accept rate**
- **Showing homes rate**

**...will win a box of OJO/Movoto merch for their whole team!**

# Pro+ team challenge

The team to have the biggest improvement...





Ash Hallford Romo



Movoto Pro+

**April  
Facebook  
winner...**

**What are the top objections  
you're hearing?**



Ash Hallford Romo

Movoto Pro+

...Spencer  
Smith!

What are the top objections  
you're hearing?



Spencer Smith

Home prices will be coming down after the election. I'm going to wait.

3 w Like Reply Edited

# Pro+ panel



**Kimberley Tufts**

Team Lead

The Modern Group with eXp



**Eric Estrada**

Team Lead

Homes of Expansion Network

The logo for Movoto, featuring a stylized 'm' in a vibrant lime green color followed by the word 'ovoto' in a clean, white, sans-serif typeface. The entire logo is positioned in the bottom right corner of a solid dark teal background.

**m**ovoto