



OJO Select Network - Frequently Asked Questions

AGENTS

Q. What is the OJO Select Network?

- A. The OJO Select Network is bringing together Canada's top agents to build a way to better meet homebuyers and sellers needs throughout their journey. This program provides agents with introductions to fully-screened consumers, which enables agents to do what they do best - help people close on the right home.

Q. What differentiates OJO Home from other lead-generating platforms?

- A. OJO Home provides agents with live transfers to buyers and sellers who are ready to speak to an agent. These consumers are fully-screened for preparedness to transact and will be transferred to you over a phone call from OJO. OJO's dedicated Concierge Team then provides support from introduction to close for both the consumer and agent to ensure a smooth and successful buying process for all parties. In addition, there are no upfront fees to participate in the OJO Select Network. A referral fee will be collected after a successful transaction.

Q. Where does OJO Home source its leads from?

- A. OJO sources leads through multiple channels across websites, search platforms, and other digital advertising platforms. Once a potential client has requested information, signed up, or submitted their information, a highly-personalized experience begins.

Q. How long does the application and onboarding process take?

- A. The application itself should take you less than 10 minutes to complete. Please allow several days for OJO to process your application. Once your application has been approved, the onboarding process should take you 10 minutes followed by a brief training on the program and tools. Be sure to have your provincial license number on hand before applying.

Q. What do I do if I determine I cannot help the homebuyer or seller I've been introduced to?

- A. You can communicate that through your Agent Dashboard or your appointed Concierge so we can assist in transitioning the client.

Q. How does the OJO Concierge team help me and my client?

- A. Once you are matched with a buyer or seller, we will assign a dedicated OJO Concierge. The Concierge stays in communication with both parties throughout the process, helps keep the buyer or seller's profile up to date, and provides support as needed to ensure a positive experience for everyone.

Q. Are these leads being sent to more than one agent?

- A. Leads are initially sent to up to 5 agents and the first one to respond to the lead notification wins the introduction. Once you win a lead, it will not be shared with other agents. However, if you don't accept the initial introduction in a timely manner, it will be transferred to another agent.

Q. What makes agents successful in the OJO Select Network?

- A. We prioritize introductions to the agents who are most responsive, provide a best-in-class experience for clients, and have the highest close rates. We closely monitor CSAT scores and close rates to ensure that homebuyers and sellers have the best service throughout their real estate journey.

Q. What is warm transfer? How do I accept leads?

- A. Agents will receive a text message notifying them that there is a consumer in the market they service who is ready to speak to an agent. Agents have 3 minutes to accept the referral, after which, they will receive an immediate phone call from OJO with the consumer on the line. After the introduction is made, agents will update their Agent Dashboard with information about the buyer.

Q. How are leads distributed? How many can I expect?

- A. Referrals are distributed based on location and agent responsiveness. OJO transfers ready buyers and sellers to agents who service their desired regions. Agents who are most responsive to consumers and to OJO will receive more lead opportunities than agents who do not maintain a reliable track record of responding to introductions.

Q. How much do these leads cost?

- A. There is no upfront cost to participate in the OJO Select Network nor is there a fee for leads. However, a referral fee will be collected upon every successful transaction.

Q. What information do I receive about a lead?

- A. OJO representatives are gathering the basic information for you (the customer's budget, regional areas of interest, the timeframe to purchase, etc.) prior to the transfer.

Q. How do I receive more leads?

- A. Agents will be held to a high standard to ensure they are meeting homebuyers' needs. OJO will collect data on:
 - a. Referral acceptance rate, responsiveness and lead feedback
 - b. Customer satisfaction
 - c. Home closings
 - d. Mortgage referrals to our partner, Royal Bank of Canada

Top-performing agents will unlock the ability to receive more high quality leads from OJO.

Q. Can OJO help with financing for my leads?

- A. We have partnered with Royal Bank of Canada and their exclusive Referral Awards program for agents. For more information, visit referralawards.rbc.com.

TEAMS

Q. Does the OJO Select Network accept teams?

- A. Yes! You're welcome to apply as a team. Remember, future introductions will be based on customer satisfaction, conversion rates and responsiveness, so only assign your very best team members to receive introductions.

Q. Is there a minimum or maximum number of team members who can participate?

- A. There is no minimum or maximum number of team members who can participate in the program. However, since customer satisfaction, conversion rates and response times

impact our ability to send you future introductions, please only recommend your best team members.

Q. What is the role of the Lead Receiver? How should I best select that person?

- A. The Lead Receiver is a member of your team who you will appoint to receive the opportunities from OJO via call or text. Be sure to choose an individual who is highly responsive and willing to pick up the phone quickly and often.

Q. How does lead routing through my appointed Lead Receiver work?

- A. Once the Lead Receiver has accepted an OJO lead and our Customer Experience Representative has assigned them in the OJO system, the Lead Receiver will be able to go into their Agent Dashboard and reassign that lead to someone on their team.

Q. If a member of my team fails to claim a lead in a timely manner, will that lead be transferred to another agent on the team or sent back to the greater pool of agents?

- A. Agents are called on a first come, first served basis in response to the offer text message. If the Lead Receiver accepts the lead but does not answer the call, then our team will move on to the next agent (not on your team) who responded to the offer text message. The team relies on the Lead Receiver to both accept the lead and answer the call for the team to be connected via a live introduction to the customer.