Quick Reference Guide: Zap® Agent Insights

Add insights for properties you've toured and highlight your local knowledge.

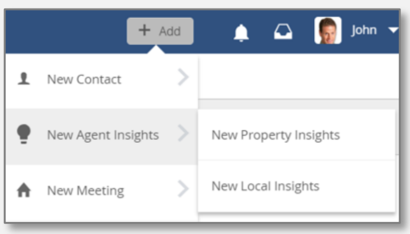
ABOUT INSIGHTS

WHAT: There are two types of Agent Insights:

1. **Property insights:** short posts describing properties you've toured or shown, and,
2. **Local insights:** short posts describing a city or neighborhood

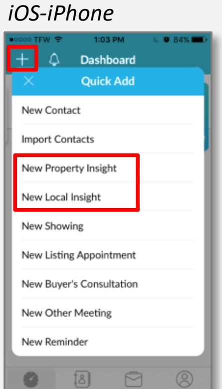
WHY: Agent Insights are a great way to add fresh, new content to your agent website, and help you market yourself to potential customers. They also help showcase your local area knowledge.

WHERE: To add insights, click the +Add button at the top right of your Zap dashboard. Highlight New Agent Insights, then select.

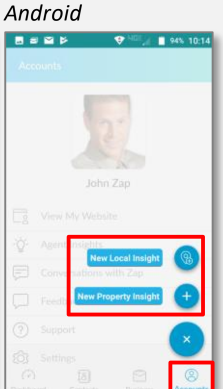


ON-THE-GO: With Zap's mobile app, you can post Property Insights and Local Insights on the go, straight from your iOS-iPhone or Android device.

iOS-iPhone



Android



HOW: For Property Insights, be aware of how to write a great insight without violating the Truth in Advertising laws. Learn more about effective online marketing: [National Association of Realtors]

Q. When can I write Property Insights on properties so that they will display on my website?

A. You can write insights on properties with either Active or Active Contingent status, which Zap shows as Pending.

Q. What methods can I use to share my knowledge about the property?

A. You can select Quick Tags, write comments, or both. You can write comments that give more detailed insights about the property and the neighborhood, things that are not obvious from the pictures or the listing agent's description. You can also select Quick Tags that apply.

Q. What should I do to ensure Zap finds the property I want to write about?

A. Make sure…

- *The property is located within the Service Markets you cover.*
- *The property is still Active or Active Contingent status in the MLS.*
- *You are typing the correct address or MLS number.*

Q. What are a few quick tips to help write meaningful Local Insights?

A. Some tips include:

- Be balanced! Describe cities and neighborhoods. Zap lets you describe both.
- Be specific! Share details about the climate, local events, access to shopping and other conveniences.
- Be unique! Use your own words, and let your personality shine through.

Remember, when you write Local & Property Insights, they show off your knowledge in multiple places! On your Website, the Company website, Property Description pages, and Search Results pages.

zap®

Quick Reference Guide: Zap® Consumer Website & Mobile App

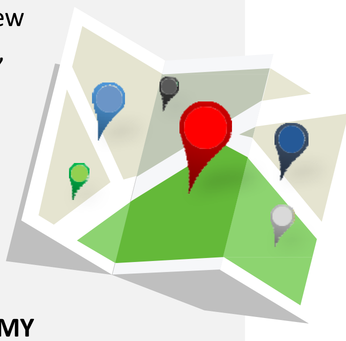
A great solution for your consumers.

ABOUT THE CONSUMER WEBSITE & APP

WHAT: Zap offers a desktop website, a mobile website and a mobile app consumers can use to search and save properties.

HOW DOES IT WORK?

Once an account has been set up, either when an agent adds the account or when a new Broker lead comes in, the consumer can save searches and properties that will show up on any device they use.



WHERE IS MY REFERRAL LINK FOR MY WEBSITE & APP?

After you log in to Zap, you can find your website or mobile app referral link in the My Website page, listed under your picture & name in the upper right-hand corner of http://new.myzap.com

WHY DOES MY CLIENT SEE ME AND ANOTHER AGENT WHEN THEY GO TO THE WEBSITE?

Contacts can be tied to more than one agent for two reasons. Either you are the secondary agent for that contact, meaning you added the contact AFTER another agent in your company accepted the lead, or the Contact has searched and requested information in Service Markets you do not cover. You can only show as the agent representing the properties from the MLS your broker has signed IDX agreements with.

Q. Where can consumers search for properties?

A. ConsumerS can search anywhere we have a brokerage that has signed an IDX agreement with an MLS. We cover all the major markets for all brands. Zap at its core is a collection of inter-connected sites that appear as one site to consumers.

Q. Can I set up searches and alerts anywhere? If I share my referral link with a client, do I show everywhere?

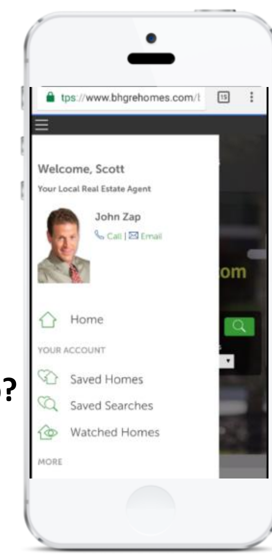
A. Zap at the core is a website where MLSs, the brokers and Zap have signed agreements to show properties from those MLSs. That means you will show only in those Service Markets where your brokerage has signed IDX agreements with the local MLSs. It also means the areas the MLS(s) cover will be the Service Markets for which you can set up listing alerts for your clients.

Q. What's the best way to share my mobile app?

A. The best way is to first add the contact, then on the Contact Profile page, click the MORE button and select Share My Mobile App Link. This ensures the contact is yours, and that you will show as their agent once they download the mobile app.

Q. How often is the Consumer Mobile App updated in the app store?

A. For both Android and iPhone, the app is updated frequently. Encourage your clients to check for updates.



Q. When I set up a listing alert, will my Contact be notified on the Mobile app?

A. Yes! If the consumer has allowed notifications, they will be notified when you set up alerts for them.

Q. Can I connect other ratings & reviews to my website?

A. You can either use the Resource links, or you could copy and paste into other reviews from other sites into the Testimonials section of My Website. Remember, you can only have one or the other – Reviews OR Testimonials. Using Agent Reviews provides more ways to connect to your Contacts, and is an easy way to add additional content to your Agent Website.

Quick Reference Guide: Zap® Follow-up Plans

Let Zap remind you of the next step!

FOLLOW-UP PLANS

WHAT: Follow-up Plans are reminders to stay in touch with clients based on your or your company's timeframe and methods. They help you focus your time & attention by identifying the Contacts who are the most important for you to touch base with, or by sending out communications automatically for you.

Emails

Send automated & personal emails using scripts created by you, your brand, or your company.

Notes

Track any communication you've had that doesn't fit into one of the phone call, email or text message categories.

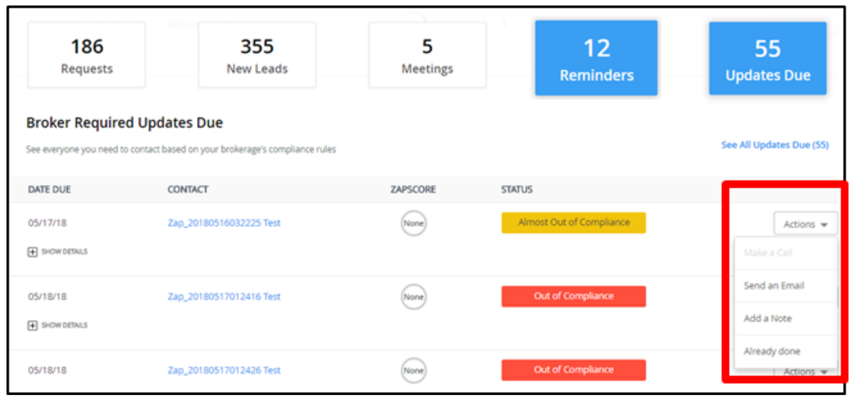
Phone Calls

Use pre-defined call scripts that you can change on the fly.

HOW: From the Contact Profile page, scroll down to Campaigns. Click the +Add a Follow-up Plan. Find the right plan for your Contact and click Select to add the plan.

Q. Where can I see the next touchpoint for a Contact?

A. When a Contact is due for a touchpoint, you'll find them under the Updates Due or Reminders sections of the dashboard. Note: if they are due for an automated email, that email will go out on its own—the Contact will not show up on your Dashboard.



Q. Can Follow-up Plans be automated?

A. Yes. Auto-assigned Follow-up Plans automatically assigns each of your Contacts to a Follow-up Plan based on their Contact Status in Zap. For example, if you want all your New Contacts to automatically receive the series of touchpoints belonging to a specifically created New Contact Follow-up Plan, you can now do that with Auto-assigned Follow-up Plans.

Q: Can I change or customize a script?

A. Yes! That's what makes Follow-up Plans so flexible. If you need to add something to the script or change the script, you can do that before you use it.

Q. I thought putting leads on a plan would keep me up to date. Now it's saying I need to update leads. Why?

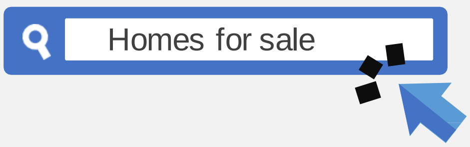
A. Putting a lead on a Follow-up Plan counts as an update, but you need to continue to move the plan along. If the dates between touchpoints match your reporting intervals, and you do the steps, it should keep you up to date!

Quick Reference Guide: Increase Your Zap™ Website SEO

Drive more consumers to your site.

ABOUT SEO

WHAT: SEO stands for Search Engine Optimization and it's both what the developers do in the programming of the Zap site, and what you can do to attract more consumers to your site via search engines like Google, Bing, Yahoo, etc.



HOW: The two most important things you can do to increase SEO is provide as much information using keywords and phrases on your website that your consumers use during their search, and then add as much unique content like Property and Local Insights and Agent Reviews to your Zap agent website. Remember everyday activities like Showings, Reviews and Insights appear on your website.

WHERE: You should post links to your Zap website on Facebook, LinkedIn, Twitter, Google+, your own blog, and any site on the Internet where lots of people visit. Remember to post not only links to your site, but also links to local insights, property insights and even properties!

Use the New Shareable Link generator found under the +Add menu to create a link that includes all your info! Simply copy your link and paste it into the Shareable Link generator then paste your new shareable link to wherever you'd like.

Q. What are three things I can do to increase SEO?

A. First, make sure you've added your About Me statement. This statement is indexed by search engines and should have key phrases consumers use to find you. Next, make sure you add Property and Local Insights. This will create unique content search engines love. Finally, make sure you do each of the steps outlined in the Agent SEO Playbook found in the My Website page in Zap. These will ensure you have all the components that make for increased SEO.

Q. What does "without masking" mean?

A. This means your domain name / vanity URL will not 'hide' the actual Zap links. It's important when you forward your domain, you do it WITHOUT masking because this ensures Zap can track your clients and their activities while on your site.

Q. Can I add my Google Analytics code?

A. At this time, only the company website accepts GA codes. Agent websites do not have a Google Analytics tracking option.

Q. How can I share a listing on Facebook?

A. First use your website referral link, then search for the listing. Once you find the listing, click the Facebook icon. This will take you to post to your Facebook account and to your Timeline or other Facebook pages.

zap®

Quick Reference Guide: Zap® New Listings Alerts

Driving consumers back to the Zap Website

NEW LISTING ALERTS

WHAT: New Listing Alerts are emails sent on your behalf to your customers to let them know about new listings that match their search criteria. The email prompts them to click back to your website to learn more about the property, where they have the opportunity to request a visit with you or ask you a question. They can also just respond to the email – easy access to you!

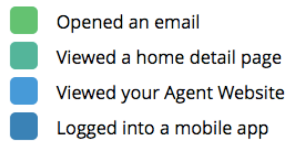
WHY: New Listing Alerts are the most opened and read automated drip marketing emails you can send in Zap, and are super powerful marketing tools.

HOW: To turn on New Listing Alerts, sign in as your contact, search for properties using the search criteria they have given you, click the Recommend Search button, then click Email this Recommendation.

How do you know which New Listing Alerts you've set up?
For New Listing Alerts you've set up, you will see the agent banner at the top of the alerts. Those without a banner are alerts consumers have set up themselves.

Q. Why do I want to set up listing alerts on Zap instead of my MLS?

A. If you set up New Listing Alerts on Zap, you can see if your client views homes, saves searches or creates searches themselves.



Zap's New Listing Alerts are much easier for consumers to change, update or create than most MLS portal software. Consumers can create a much broader search in Zap, so they get a good number of alerts instead of just a few.

Q. How often are New Listing Alerts sent?

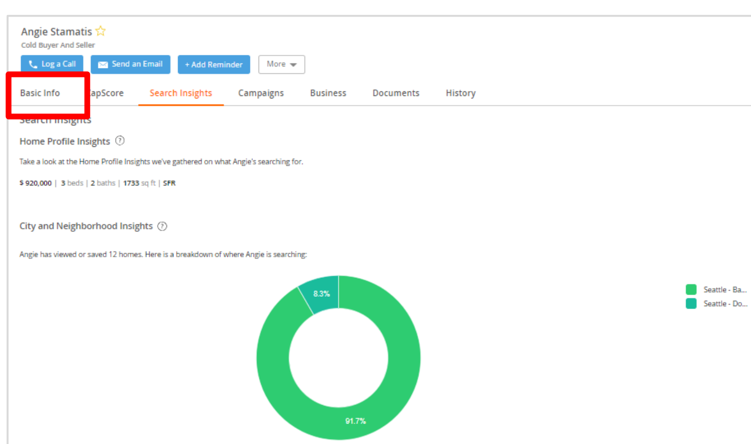
A. If there are any new properties that fit your Contact's search criteria, New Listing Alerts will send out twice a day—once in the morning and once in the afternoon.

Q. How do auto-drip notifications help?

A. If your Contact doesn't save a search, your website can see what they're interested in, and set them up for a modified version of Listing Alerts (fewer emails), prompting them to come back to your website to save a search that matches their needs.

Q. What should I do first before setting up Listing Alerts?

A. From the Contact Profile page, view Search Insights to see what your contact has been looking at. Then set up searches that will help your contact continue their search for the perfect home!



Quick Reference Guide: Zap® Mobile CRM

All your Contacts in the palm of your hand!

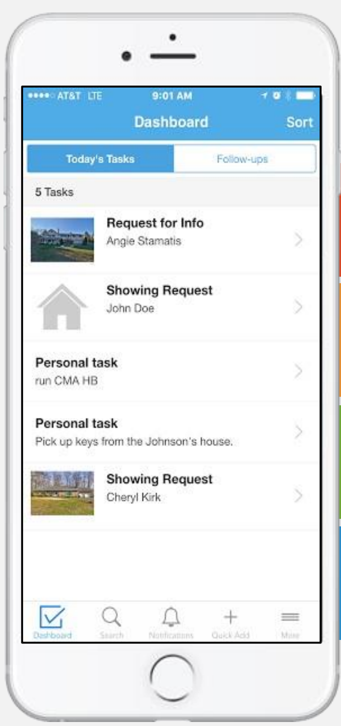
ABOUT MOBILE CRM

WHAT: The Mobile CRM is your ‘on the go’ Zap system. With it you can

- Add Contacts
- Update Broker Leads
- Add Property Insights
- Text your Contacts
- Add Local Insights
- Move Follow-up Plans Along
- Complete Showings
- Add Tasks
- Complete Listing Appointments
- Respond to Requests for Info
- Review Lead Notifications
- View Contact Profile Pages
- View Contact History
- Add Tasks
- Send Emails
- Use Phone Scripts
- Log a Call
- Add a Note
- Add a Profile Note
- Change the Relationship

And just about everything you can do on the desktop version, with the exception of updating account settings.

There is no cost for this app, and it’s updated frequently with new features.



Q. How do I log into the Mobile CRM?

A. You use the same login as you use for the Desktop version and the same login you use to get into your brand portal.

Q. What phones does the app work with?

A. The app works with either Android or iPhone smart phones with a recent update to the phone’s operating system.

Q. How often is the app updated? Will I get a notice?

A. It is updated typically at least once a month. You may not get a notification on your phone, but if you view the app store page for the app, it will indicate if there is an update. You should check the app store frequently for updates.

Q. When I add a contact or update information how long before it shows on the Desktop version?

A. Because the phone is using the ‘cloud’ to store your contacts, as long as your phone is connected to the Internet, the updates should be immediate. If you are not seeing updates, make sure your phone is not on Airplane mode or and is connected to the Internet.

Q. What can I not do on the Mobile CRM?

A. You cannot change any account settings or update your Agent Website. Those functions need to be performed on the Desktop version of Zap.

Fastest way to add Property Insights!

Texting counts as an update to leads

Move follow-up plans along

Add new contacts quickly

Quick Reference Guide: Zap® Seller Tools

Encourage more sellers to use Zap!

ABOUT SELLER TOOLS

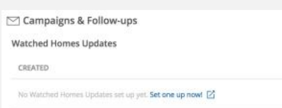
WHAT: The consumer website offers a link to Seller Tools with three features:

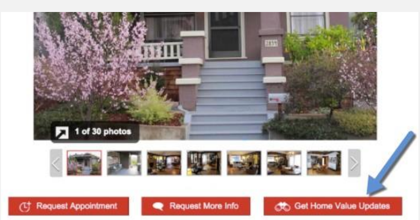
1. Home Value Estimates
2. Interactive Pricing Tool*
3. Contact Agent

WATCHED HOME UPDATES:

These are weekly emails sent to a potential seller that show the 10 most recently listed properties similar to their property. Potential sellers can use this email campaign to keep track of any off-market home and receive weekly updates on similar properties.

HOW: To set up Watched Home Updates for sellers, from their Contact Profile, go to Campaigns & Follow-ups, click Set one up now. Enter their address in the Search bar, click Get Home Value Updates.





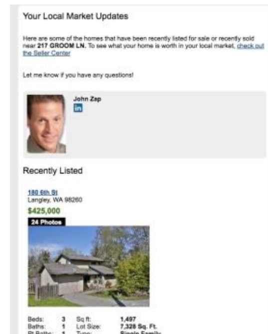
***NON-DISCLOSURE STATES**

If you work in these states, the Interactive Pricing Tool will not display comparable sales, but there still may be Home Value Estimates available on properties:

- Alaska
- Idaho
- Indiana
- Kansas
- Louisiana
- Maine
- Mississippi
- Missouri
- Montana
- New Mexico
- North Dakota
- Texas
- Utah
- Wyoming

Q. How do Watched Home Updates help potential sellers?

A. Watched Home Updates can give potential sellers more insight on what to expect when selling their own property. Potential sellers will receive details about features and pricing of homes similar to their own – information that can help them understand what's ahead in their listing process.



Q. How do Watched Home Updates help agents?

A. This is a great feature to nudge a curious potential seller toward reaching out to work with you. The Contact will receive details about similar properties with the agent's contact information included. Every email has a link to request information from an agent or the option to simply reply to the email directly with their questions. Watched Home Updates can play a key role in turning a Contact into a Listing Client.

Q. How do I make sure the consumer sees me when sending a link to the Sellers Tools page?

A. Use the New Shareable Link generator found under the +Add menu to create a link that includes all your info! Simply copy your link and paste it into the Shareable Link generator then paste your new shareable link wherever you'd like.

B. Once done, it will look something like this:

https://www.brand.com/selling-a-house?referredByAgent=john.zap@brand.com

Q. Besides the Interactive Pricing Tool, is there another place to see recently sold comparables on the website?

A. Yes, locate the Recently Sold Homes Nearby section on the Property Details page.

Recently Sold Homes Nearby

Address	Price	Sq. Ft	Property Type	Beds	Baths
3704 N Elm St, Denton, TX	$66,055	768 sq. ft.	Single Family Residence	2	1
3704 Shadow Trl, Denton, TX	$155,000	1,891 sq. ft.	Single Family Residence	3	2
2213 Bolivar St, Denton, TX	$40,000	776 sq. ft.	Single Family Residence	2	1
608 Driftwood Trl, Denton, TX	$57,249	949 sq. ft.	Single Family Residence	0	1
2209 Southway, Denton, TX	$147,000	2,025 sq. ft.	Single Family Residence	4	3

Show More Sold Homes

Quick Reference Guide: Working Your Zap® Database

Make sure you're ready for lots of leads!

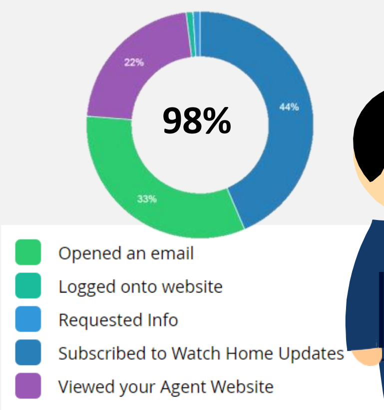
ABOUT CONTACTS

WHAT: Contacts are those leads you receive from your broker and those you add to Zap. The Contact Profile page keeps track of everything the client does, and all updates and communication you have with that contact.

ZAP MAKES RESEARCHING EASY!

There are <u>three features</u> in the Contact Profile page that make researching a Contact quick and easy:

1. **ZapScore℠**
   ZapScore shows you what the contact is doing on Zap, including if they are using the mobile app. If you have more than 100 ACTIVE contacts, you will have a score, otherwise the score is a range.



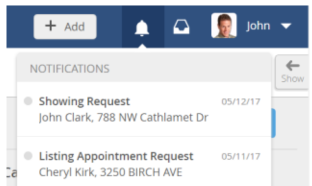
2. **Tags**
   The contact tags tell you instantly what kind of relationship you have, be it a buyer or seller, etc. The tags change based on what the contact does, or how long they are on Zap. Add your own custom tags too!

3. **Search Insights**
   These provide a collective insight into what type and price range the Contact has searched for.

Q. Where do I find new broker leads?

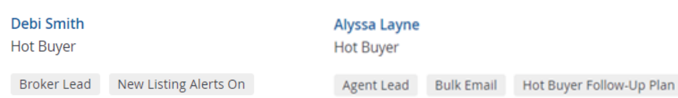
A. There are three places:

1. Under the Bell icon (Zap Notifications)
2. In the New Leads box on the Dashboard
3. By using FILTERS, and filtering by Date Added



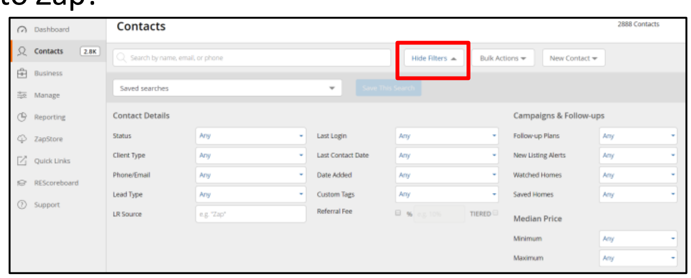
Q. How do I know if the lead is a broker or agent lead?

A. The tags underneath each contact's name shows what kind of contact it is, if it's on a plan, signed up for listing alerts, etc.



Q. How can I find a list of contacts who are not on follow-up plans or might have logged in recently to Zap?

A. You can use the Contacts FILTER option to find just about any type of contact. Click on the CONTACTS link, then click the FILTER button to see what filter options are available. You can even find contacts currently signed into Zap!



Q. What do you recommend I do with new leads?

A. If you have set the Lead and Notification setting to send an automatic Welcome Email, the next step is to send them a link to your Mobile App using the MORE button on the Contact's Profile page. From there, if they have not requested showings or information yet, consider putting them on a follow-up plan for New Leads. Then check the Contact the next day to see if they are searching for properties. If so, set them up on listing alerts for the types of properties in which they show an interest.