



► USE ZAP FEATURES TO STAY CONNECTED TO CLIENTS

Leverage the Power of Zap to Keep Track of Client Information

- Custom Tags
- Profile Notes
- Personal Details
 - Birthday
 - Anniversary
 - Job Title
 - Company
 - Home Information

Utilize Zap to Discover Clients Real Estate Needs

- ZapScore
- Search Insights
 - Home Profile Insights
 - City and Neighborhood Insights
 - Search Activity

Use Zap Reminders to Keep Track of Important Client Dates

- Personalized Special Dates
- Home Sale Anniversary
- Home Purchase Anniversary

Encourage Clients to Get Started with Zap

- Personalize the Zap Welcome Email

Connect With Clients

- Assign Follow-up Plans
- Write Local & Property Insights
- Maintain Contact Profile
- Send Email Alerts
 - New Listing Alerts
 - Listing Activity
 - Recommended Homes & Searches
 - Watched Home Updates

Support Clients

- My Website / Agent Website

Service Clients with Other Zap Features

- Customize Buy A Home Page
- Customize Sell A Home Page
- Utilize Custom Pages
- Utilize Resource links
- Create Blog Postings

Utilize Zap to Keep in Touch

- Maintain Client Information
- Assign the client a “REALationship” Building Campaign Follow-up Plan
- Continue Using Reminders

► ZAP SUPPORT TOPIC LINKS

Contacts

- [Maintaining the Contact Profile / Mobile: Intro to the Mobile Contact Profile](#)
- [Using Custom Contact Tags](#)
- [Working with Personal Details](#)
- [Utilizing the ZapScore & Search Insights](#)
(Home Profile Insights | City and Neighborhood Insights | Search Activity)
- [Assigning Follow-up Plans](#)

Zap Reminders

- [Using Reminders](#)

Local Insights

- [Writing Property Insights / Mobile: Adding Property Insights](#)

Send Email Alerts

- [Setting Up Buyers with New Listing Alerts](#)
- [Engaging Sellers with Listing Activity Reports](#)
- [Recommended Homes & Searches](#)
- [Communicating with Potential Home Buyers with Home Value Updates](#)

Zap Agent Website

- [My Website / Agent Website](#)
- [Customizing the “Buy A Home” or “Sell A Home” Page](#)
- [Utilizing Custom Pages](#)
- [Utilizing Resource Links](#)
- [Creating Blog Postings / Writing Effective Blog Posts](#)

► ECARDS & VIDEOS TO STAY CONNECTED

HOME	HOLIDAY CALENDAR
<p>JANUARY</p> <ul style="list-style-type: none"> • New Year • Martin Luther King Day • January Flowers 	<p>JULY</p> <ul style="list-style-type: none"> • 4th of July • Bastille Day • July Flowers
<p>FEBRUARY</p> <ul style="list-style-type: none"> • Presidents' Day • Super Bowl Sunday • Valentine's Day • Black History Month • February Flowers 	<p>AUGUST</p> <ul style="list-style-type: none"> • National Roller Coaster Day • Friendship Day • Dog Day • Smile Month • August Flowers
<p>MARCH</p> <ul style="list-style-type: none"> • St. Patrick's Day • International Women's Day • Mardi Gras • American Red Cross Month 	<p>SEPTEMBER</p> <ul style="list-style-type: none"> • Labor Day • Grandparents Day • National Coffee Day • September Flowers
<p>APRIL</p> <ul style="list-style-type: none"> • Earth Day • National Beer Day • Administrative Professionals Day • National Pet Day 	<p>OCTOBER</p> <ul style="list-style-type: none"> • Halloween • Breast Cancer Awareness Month • Techies Day • National Dessert Month
<p>MAY</p> <ul style="list-style-type: none"> • Memorial Day • Mother's Day • Armed Forces Day • Teachers' Day • Nurses Day • May Flowers 	<p>NOVEMBER</p> <ul style="list-style-type: none"> • Thanksgiving • Veterans Day • Native American Heritage Month • November Flowers
<p>JUNE</p> <ul style="list-style-type: none"> • Father's Day • Flag Day • Graduation • June Flowers – Rose Month 	<p>DECEMBER</p> <ul style="list-style-type: none"> • Season's Greetings • Happy Holidays • Holiday Thank You • Advent • Kwanzaa • World AIDS Day

► ECARDS & VIDEOS TO STAY CONNECTED

CHRISTIAN HOLIDAYS <ul style="list-style-type: none"> March & April ➔ Lent April ➔ Easter Dec ➔ Christmas 	HOUSE / HOME <ul style="list-style-type: none"> House Home Congratulations on Your New Home
JEWISH HOLIDAYS <ul style="list-style-type: none"> April ➔ Passover Sept or Oct ➔ Rosh Hashanah / Yom Kippur Dec ➔ Hanukkah – Festival of Lights 	CONGRATULATIONS <ul style="list-style-type: none"> Congratulations Anniversary Birthday Congratulations Congratulations on New Home Congratulations on Retirement Congratulations on Graduation Congratulations on Pregnancy Congratulations on Promotion Congratulations Quotes Congratulations for Pets Congratulations Business & Workplace Congratulations Engagement Congratulations on Wedding Thank You Congratulations Thank You Thank You Inspirational Flowers
ISLAMIC HOLIDAYS <ul style="list-style-type: none"> May or June ➔ Eid ul-Fitr July or Aug ➔ Eid ul-Adha 	
HINDU HOLIDAYS <ul style="list-style-type: none"> Feb or Mar ➔ Holi – Festival of Colors Sept or Oct ➔ Navaratri / Durga Puja / Dussehra Oct ➔ Diwali – Festival of Lights 	
SEASONS <ul style="list-style-type: none"> Spring Summer Autumn Winter 	