

CONFERENCE WORKSHOP SESSIONS

COURSE DESCRIPTIONS

Better Blogging: Marketing Fueled by Prospecting

Learn how to systematically create a magnetic blogging calendar that will drive business to your Zap agent website. Learn the best writing tips and tricks for compelling content.

Service That Sticks: Becoming A Referral Magnet

Create visibility around the service you provide! Harness the power of Zap to ensure your clients know when you spring into action on their behalf. Capture more market share through exponential referrals when you know how to show your clients you care and support them from first contact to close.

USAA: Path to Profitability

Hear directly from USAA Leadership on how to best serve members and the vision of the USAA Real Estate Rewards Network program and USAA Mortgage. The session will then shift to a discussion on Zap. Get new leads, build better communication with the Cartus advocate and close sales by using the power of Zap to drive the USAA service experience. Refresh your Zap know-how while seeing the end-to-end experience from a new vantage point: your clients. Walk away with tips and techniques to smash your KPIs and keep the leads coming.