

ZAP NEW AGENT WORKSHOP



AGENDA

- What it is and why we have it– Where leads come from
- What online customers are like
- Download the Zap app. Put the Zap # in your phone! **970-660-5323 Zap Money**
- **Website Overview:**
- Set up your preferences and agent information
- Build out your Profile (Social Media, Credentials, Welcome Message, Video)
- **Your Zap Dashboard:**
- Add yourself to your contacts
- Add your Add your Sphere and Past Clients
- Status of Contacts
- **I have a lead! What do I do? What can I expect?**
- **Build out your site and build your SEO**
- Add Agent Property Insights
- Add Testimonials and ask for Client Reviews
- Add Agent Local Insights
- Recommending Searches and Properties
- Follow Up Plans – Adding and Editing
- Add Resources
- Buy a vanity URL?
- **Work through the SEO Playbook.**
- **Share out content (Website, custom searches, insights) on Social Media via shareable link**
- Plans for the next 21 days
- Plans for every day
- Where to go for help and advice

OPEN HOUSE CHECKLIST

Zap® and open houses make a great team! Bring Zap with you to every open house you host so you can quickly and easily add new contacts, share your mobile app, and help consumers learn about the neighborhood and other properties for sale in the area. This checklist links to the features in Zap so that you can complete each step. To access the links below, you must be [logged into Zap](#).

TO DO LIST

BEFORE THE OPEN HOUSE

- ✓ [Download the Zap app for iOS \(for your Phone or iPad\)](#)
- ✓ [Download the Zap app for Android](#)
- ✓ [Download your consumer app using your mobile referral link](#)

DURING THE OPEN HOUSE

- ✓ [Open the Zap app and use the Add Contact feature as your sign-in sheet](#)
- ✓ [Invite all visitors to sign in, then send them a welcome email with a request to create an account](#)
- ✓ [Create a custom tag with the open house address to easily search for new contacts in your database](#)
- ✓ [Send a mobile app referral link to all new visitors; ask them to download and sign in](#)



AFTER THE OPEN HOUSE

- ✓ [Use a custom tag search filter to find all new contacts from the open house](#)
- ✓ Follow-up with an email or phone call to thank open house visitors
- ✓ [Add New Listing Alerts for all new contacts from the open house](#)
- ✓ [Assign all new contacts to Follow-up Plans](#)

MORE INFO ON ZAP FEATURES

To learn more about the Zap features you can use at your Open House, [visit the Zap Community](#).



REMINDERS:

Because the Zap and consumer apps are updated frequently, be sure to:

- ▶ **Zap app:** Enable push notifications on the Accounts > Settings page.
- ▶ **Consumer app:** Check the App Store or Google Play for updates on a regular basis.

Zap® Daily Best Practices



7 ways to maximize Zap in your day-to-day business!

#1: Log in each day via the Desktop or Mobile App	<ul style="list-style-type: none">• Zap helps you prioritize and organize your daily activities from showing and info requests to updating broker leads and daily follow-ups.• For added efficiency, use Mobile Zap.
#2: Dashboard Prospecting <ul style="list-style-type: none">• Be a Hero Get to Zero	<ul style="list-style-type: none">• Zap dashboard reminds you who to follow-up with every day.• Keep broker leads up to date so you are eligible for more leads.
#3: Contacts <ul style="list-style-type: none">• Add your SOI• Do a Prospecting Activity (i.e., filter by ZapScore)	<ul style="list-style-type: none">• You can add contacts individually, or you can bulk import your contacts.• Send welcome email to invite them to use your Zap website instead of other websites; Zap tracks their activities through ZapScoreSM.• Follow-up to confirm they log in and create a password.
#4: Set new contacts up for New Listing Alerts from Zap.	<ul style="list-style-type: none">• Sends constant drip of new listings which never expires.• Customers value this information.• Keeps them logging into your website where we track their activities.
#5: Put new contacts and new leads on a Follow-up Plan.	<ul style="list-style-type: none">• Most online customers are not ready to transact immediately.• Follow-up plans help you stay connected.• Zap can drip emails for you or remind you to make personal contact.
#6: Send new contacts your link to your Mobile App.	<ul style="list-style-type: none">• Easily share your mobile app with consumers.• Zap tracks all their activities.
#7: Add Property Insights to your website for every home you tour.	<ul style="list-style-type: none">• Showcases your local knowledge.• Adds unique content to your website to improve SEO.
*One-time event: Link your Social Media Accounts to your Website.	<ul style="list-style-type: none">• Link your social media.

Zap® 21-Day Plan



It takes 21 days to form a habit. Complete each of the tasks below to help jumpstart your success using Zap

DAY	TASK	LINK
1	Add one new contact into Zap and send a welcome email to invite them to use your Zap website.	Add a Contact
2	Link your Social Media accounts to your Zap website.	Link Social Media
3	Add one Property Insight to help market your Zap website.	Add a Property Insight
4	Add one Local Insight to help market your Zap website.	Add a Local Insight
5	Invite a contact to download your mobile app with an email.	Share your Mobile app
6	Choose a contact and use the Sign In as Contact feature to save a search to send New Listing Alerts from Zap.	Send New Listing Alerts
7	Use your mobile Zap CRM app to add another new contact and send the welcome email.	Zap Mobile CRM app
8	View one of the recorded Get Zapped! webinar courses.	Zap Agent training
9	Use your Mobile Zap CRM app to add a Property Insight while you are previewing or showing a property.	Zap Mobile CRM app
10	Use your Mobile Zap CRM app to add a Local Insight.	Zap Mobile CRM app
11	Manage your Dashboard – Be a Hero, Get to Zero	Manage Your Dashboard
12	Update your Profile and Cover Photo on your Zap website.	Setup your Website
13	If you have a domain name for your website, forward the domain name to Zap (if needed, purchase one).	Point Vanity URL to Zap
14	Add five or more of your own SOI (Sphere of Influence) into Zap and send the welcome email to all.	Send Welcome email
15	Use Bulk Actions to assign a Follow-up Plan to your new contacts added in the previous step.	Bulk Actions Assign Follow-up Plans
16	For all your active leads, use the Sign In as Contact feature to save a search and send New Listing Alerts from Zap.	Send New Listing Alerts
17	Add one new Property Insight and one new Local Insight to help market your Zap website.	Add a Property Insight Add a Local Insight
18	Place potential sellers (whom you've added into Zap) on a neighborhood/home value alert using Home Value Update feature.	Send Home Value Updates
19	Send a Recommended Home to an active buyer.	Recommend a Home
20	Ask for a Review from someone in your SOI.	Ask for a Review
21	Promote your domain name (which forwards to Zap) everywhere and complete tasks on SEO Agent Playbook.	SEO Agent Playbook