

Zap[®] Daily Best Practices

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

(Click on the underlined link in right column to learn more)



#1: Log in each day.	<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: Add your new contacts into Zap and send the welcome email.	<ul style="list-style-type: none">• 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.
#3: Send new contacts your link to your mobile app.	<ul style="list-style-type: none">• Impress your customers and enable them to search on their phones.• Zap tracks all of their activities.
#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: Update out-of-compliance broker leads and complete daily follow-ups.	<ul style="list-style-type: none">• Keep broker leads in the green so you are eligible for more leads.• Zap dashboard reminds you who to follow-up with every day.
#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.