



ZAP™ Introduction

Part 1 of 5

Zap Administrators:

Greg Fox




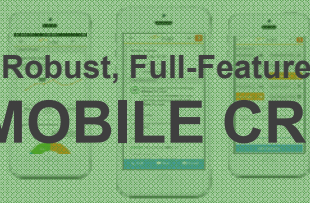


Hayley Holloway-Utter

A screenshot of a web application interface. At the top left is the "Better Homes and Gardens REAL ESTATE ALLIANCE" logo. At the top right is the text "EXPECT BETTER™". The main heading is "Welcome to ZAP!". Below the heading is a large black rectangular area, likely a video player or a placeholder for content.

Better Homes and Gardens REAL ESTATE ALLIANCE

EXPECT BETTER™

Welcome to ZAP!

CONSUMER	AGENT
 <p>World Class WEBSITE</p>	 <p>Intelligent, Automated DESKTOP CRM</p>
 <p>Fully-Responsive MOBILE WEBSITE</p>	 <p>Robust, Full-Featured MOBILE CRM</p>
 <p>Highly-Rated MOBILE APPS (iOS & Android)</p>	 <p>Standardized AGENT WEBSITES</p>

Better Homes
REAL ESTATE
ALLIANCE

EXPECT BETTERSM

Meet ZAP!


A single, integrated solution
to run your real estate
business and drive results



Consumer website & app

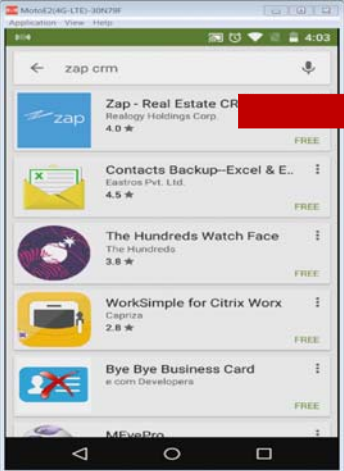
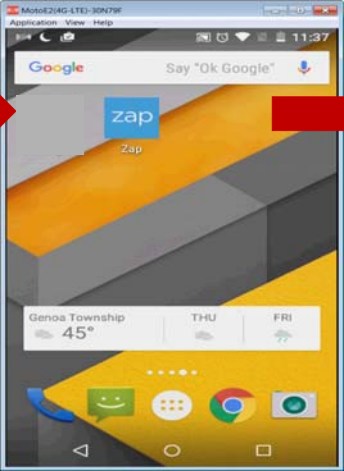

Predictive agent platform


Brokerage
management tools



EXPECT BETTERSM

A True App




EXPECT BETTERSM

And still use Desktop

You still need the Desktop/Tablet version!

Use the Desktop to set up & the Mobile to work!

Feature	Desktop	Mobile
Update Website	X	
Notifications Settings	X	
Change Email Signature	X	X
View / Add Contacts	X	X
Use Actions in Contacts	X	
Set up listing alerts	X	
Select Scripts	X	X
Change Scripts	X	X
View Activity	X	X



Use Zap Mobile to respond, connect, market!


Better Homes REAL ESTATE ALLIANCE EXPECT BETTERSM

Great BHGRE Alliance Examples

Lance Ferguson

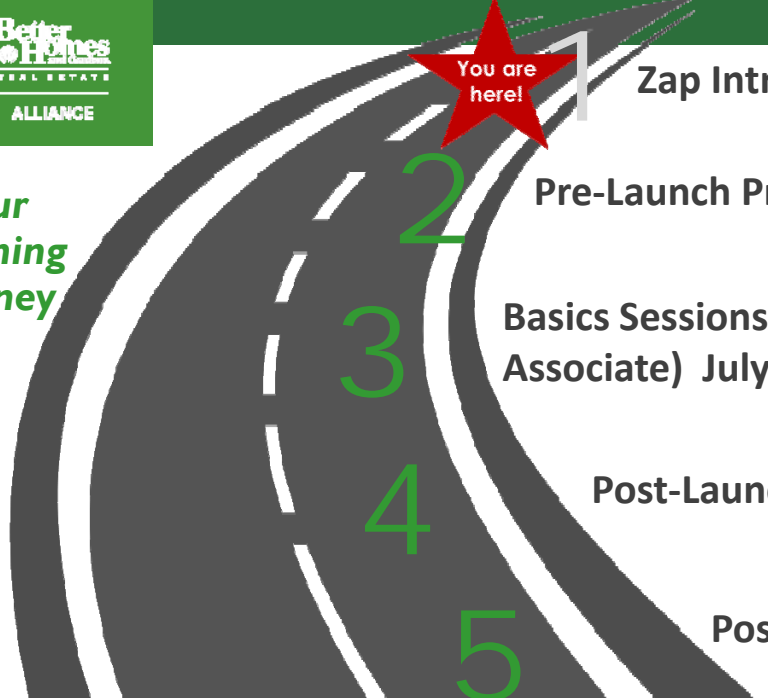
Sandra Fuller

Jim Johnson



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Your Learning Journey



- 1 **Zap Introduction Session**
- 2 **Pre-Launch Preparation**
- 3 **Basics Sessions (Manager + Sales Associate) July 13th!**
- 4 **Post-Launch Learning**
- 5 **Post-Launch WebEx**

Better Homes REAL ESTATE ALLIANCE EXPECT BETTERSM

ezZap on Be Better University

- Log into the Greenhouse
- Go to Be Better University
- Click on the Zap logo
- Click **Complete Pre-Launch Preparation**

The screenshot shows the Be Better University interface. At the top, there's a green header with the Better Homes Real Estate Alliance logo and 'EXPECT BETTERSM'. Below the header, the main content area features a video player for 'Zap predicts'. To the right of the video is a navigation menu with options like 'ZAP MOBILE CRM', 'MEET ZAP', 'ZAP CAPTURED', 'ZAP INFORMS', 'ZAP PREDICTS', and 'KNOW WHICH LEADS CONVERT'. Below the video player, there's a welcome message: 'Welcome Debi! Here you can find valuable resources to learn how Zap™ can help you build your business. What would you like to do today? Click on a menu icon below.' Below this message are six navigation icons: 'Complete Pre-Launch Preparation', 'Complete Post-Launch Learning', 'Watch a Video', 'Download a Guide/ Document', 'Register for/ Watch Advanced Zap Webinars', and 'Access Zap Specialist/ Manager Materials'. The first two icons are highlighted with red boxes.

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Download the Apps!

Agent CRM App

- Go to App Store
- Apple
 - Search for “Zap Real Estate”
- Android
 - Search for “Zap CRM”
- Download app

Consumer App

- Open browser
- Navigate to:
 - bhgrehomes.com/app/
yourfirstname.yourlastname@
bhgrealestate.com
- Download app

Better Homes
REAL ESTATE
ALLIANCE

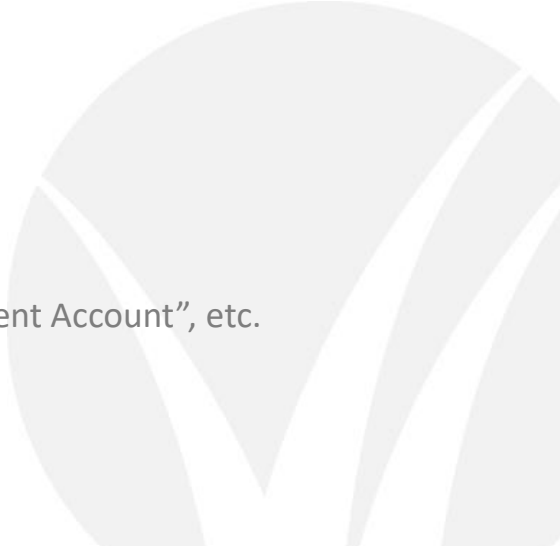
EXPECT BETTERSM

Save this number to your contacts!

Zap will call you from:

(970) 660-5323

Name it "Zap", "Free Leads", "My Retirement Account", etc.



Better Homes
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EXPECT BETTERSM

Get your vanity URLs from GoDaddy only

Website	App
▪ JohnSmith.com	▪ JohnSmithApp.com
▪ JaneyJohnsonHomes.com	▪ JaneyJohnsonHomesApp.com
▪ KimThomasWichita.com	▪ KimThomasWichitaApp.com