



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
and
Gardens**
REAL ESTATE
ALLIANCE


EXPECT BETTERSM

Meet ZAP!

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

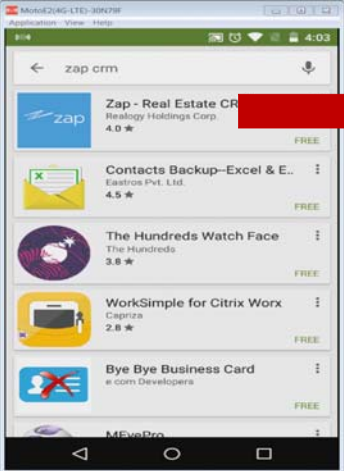
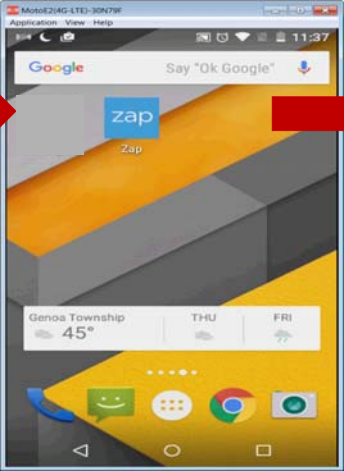




The diagram features a central teal circle with the word "High" inside. Three grey lines radiate from the bottom of the circle to three distinct groups of digital devices. The left group, labeled "Consumer website & app", includes a desktop monitor, a tablet, and a smartphone. The middle group, labeled "Predictive agent platform", includes a laptop, a tablet, and a smartphone. The right group, labeled "Brokerage management tools", includes a laptop and a tablet.



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!


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Great BHGRE Alliance Examples

Lance Ferguson

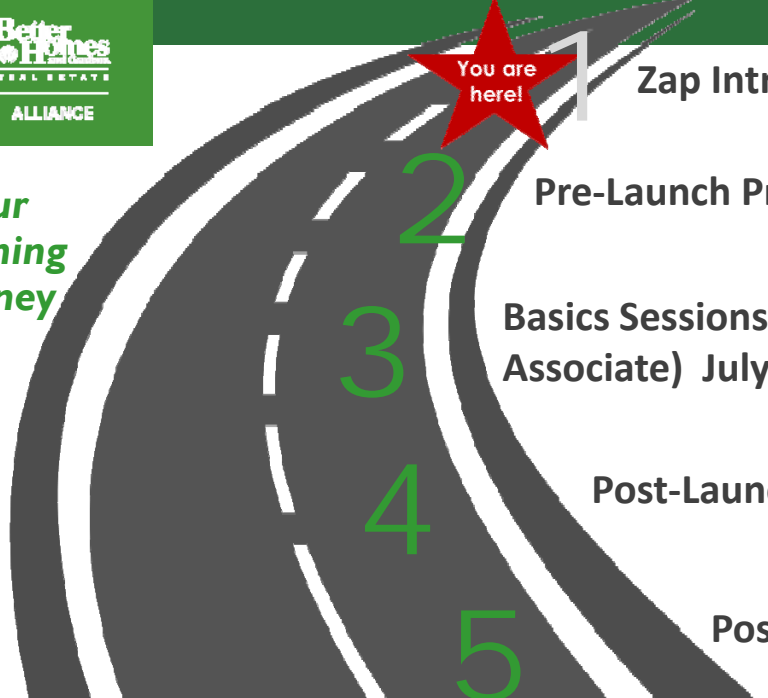
Sandra Fuller

Jim Johnson



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Your Learning Journey



1 You are here! Zap Introduction Session

2 Pre-Launch Preparation

3 Basics Sessions (Manager + Sales Associate) July 13th!

4 Post-Launch Learning

5 Post-Launch WebEx

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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 a video player for 'Zap predicts' with a navigation menu on the right containing: ZAP MOBILE CRM, MEET ZAP, ZAP CAPTURED, ZAP INFORMS, ZAP PREDICTS, and KNOW WHICH LEADS CONVERT. Below the video, a welcome message reads: '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.' The menu includes: 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 items 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
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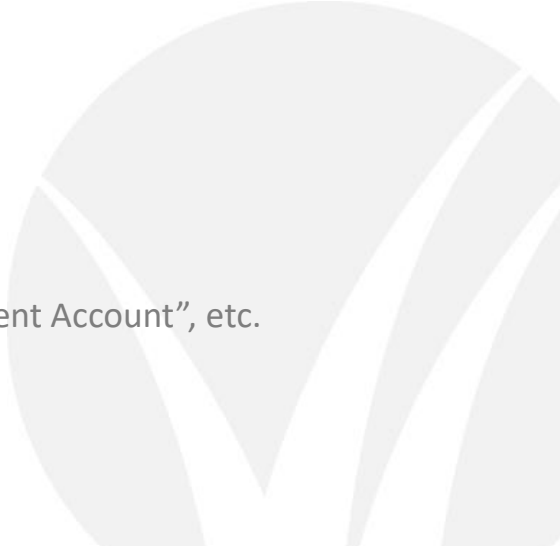
EXPECT BETTERSM

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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Get your vanity URLs from GoDaddy only

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