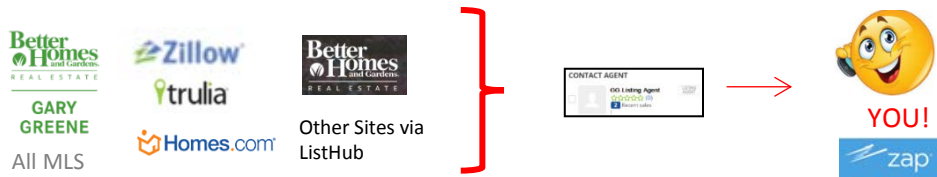


Gary Greene has an online lead delivery tool that captures leads from leading consumer sites and routes the leads to your ZAP account.



## How Do I Get Started?

- ❖ Once you are trained on ZAP and have setup your account accordingly, your office coordinator or coach will complete your set-up so you can start receiving leads!
- ❖ **What Zip Codes are assigned to me?**
  - A. Your office plus the zip code where you live.
  - B. Your Listings regardless of the zip code.

## How Leads Are Routed



- ❖ **How are leads routed to you?**
  - A. **Gary Greene Listings** – Routed to listing agent first. If not accepted by listing agent within **5 minutes**, goes to next agent in rotation until an agent accepts the lead. **Rapid Fire**. Once it hits voicemail, ZAP will hang-up and call the next agent in rotation until the lead is accepted.
  - B. **Non Gary Greene Listings** - Rapid Fire System – see above.
- ❖ **What are lead delivery hours? Gary Greene default hours are 7 AM – 10 PM.** Agents can customize hours in ZAP. Note to the wise: Many leads come in after hours and go our first thing in the morning so early bird gets the worm.

## Accepting Leads

### ❖ Downloading the ZAP CRM

If you have not downloaded the Mobile ZAP CRM, now is a good time to do so.

- A. Go to APP Store (for iPhone) or Google Play (for Android)
- B. Search for “ZAP CRM” and download the APP
- C. Login using your ZAP credentials



### ❖ Setting up your phone

ZAP will offer leads to you on your cell phone. The system will always offer leads from the following number.

**970-660-5323**

- A. Set a special ringer for this number and enter it as a contact called ZAP to identify these calls.
- B. Make sure your phone number is correct in ZAP (desktop – Lead and Notifications Settings)
- C. Make sure the option to Receive Leads turned on in ZAP (desktop – Lead and Notification Settings)

### ❖ TEXTING

Make sure the Texting Option is turned on in ZAP (desktop – Lead and Notification Settings)

Text Message # **66914**



### SPEED TO THE LEAD!

Accepting and responding to the lead VIA the ZAP Mobile app not only contacts the consumer immediately but also counts as your first update!

LISTING AGENT LEADS Leaves Vmail with 5 minutes to accept
<ul style="list-style-type: none"> <li>• <b>Press 1</b> if you are answering call, Lead Offer continues.....</li> <li>• If 1 is not pressed, lead offer goes to Voicemail (Listing Agents only –5 min )</li> </ul>
You will hear Source, Area, Price of Lead Offer
<ul style="list-style-type: none"> <li>• <b>Press 1</b> to Accept lead offer</li> <li>• Press 9 to Hang Up to Reject lead offer</li> </ul>
If lead offer is accepted, client info is read over phone call and automatically emailed to you
Press 1: Repeat lead info Press 2: Client info is sent via TEXT message to your cell phone number (Optional) Press 3: Spell client's name Press 4: Repeat client's phone number
Instant Connect Recommended option for All Agents
<b>Press 5: INSTANT CONNECT:</b> Instantly connect to the client by phone and logged with ZAP. (If phone number for consumer is provided).

NOT YOUR LISTING – NO VOICEMAIL
<ul style="list-style-type: none"> <li>• <b>Press 1</b> if you are answering call, Lead Offer continues.....</li> <li>• If 1 is not pressed, lead offer goes to next agent in rotation - does <b>NOT</b> leave message</li> </ul>
You will hear Source, Area, Price of Lead Offer
<ul style="list-style-type: none"> <li>• <b>Press 1</b> to Accept lead offer</li> <li>• Press 9 to Hang Up to Reject lead offer</li> </ul>
If lead offer is accepted, client info is read over phone call and automatically emailed to you
Press 1: Repeat lead info Press 2: Client info is sent via TEXT message to your cell phone number (Optional) Press 3: Spell client's name Press 4: Repeat client's phone number
Instant Connect Recommended option for All Agents
<b>Press 5: INSTANT CONNECT:</b> Instantly connect to the client by phone and logged with ZAP. (If phone number for consumer is provided).

### Updating Leads

#### COMPANY GENERATED LEADS FROM ZAP

Agents must stay **ELIGIBLE** in order to continue participating In Round Robin. (This means being able to receive leads on other agents listings).

\* Listing Agents will always be eligible to receive leads on their own listings.

\* Contacts you import or manually enter are not subject to mandatory updates. (This includes manually entered into ZAP, or mass imported and synched leads from Lead Router.

**To stay ELIGIBLE** – you must make the updates in a timely manner according to company rules.



The **first** update on company generated leads is due within 24 hours. Calling, emailing or texting from your ZAP app will make the update for you.

**5 Days**

**2<sup>nd</sup> UPDATE** – due in 5 days. At this point, if the consumer has responded, you will want to change the Relationship to Responsive Prospect. If they have not responded, you can change them to Unresponsive Prospect and set follow-up plan accordingly. Consider the **GG Automated Follow-Up Plan 6 months**.



**3<sup>rd</sup> and subsequent updates** must be made every 30 days to stay eligible to receive leads (Note: Listing Agents always stay eligible to get first offering on leads on their own listings and are not subject to mandatory updates – although updates are recommended.

## Relationship Updates

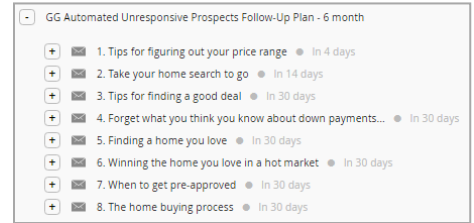
RELATIONSHIPS in ZAP define the status of the lead and help you identify a plan for following up.

**NEW LEAD**- all new leads come into ZAP as NEW LEAD.

**RESPONSIVE PROSPECT** - if consumer has responded, you will want to change the Relationship to Responsive Prospect

**UNRESPONSIVE PROSPECT** - if consumer has not responded, you can change them to Unresponsive Prospect and set follow-up plan accordingly. Consider the **GG Automated Follow-Up Plan 6 months**.

**This plan makes the updates for you and keeps you in compliance.**



**COLD (Caution)** – . **(Company generated leads)**

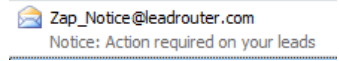
Marking COLD takes the consumer out of your account and assumes you no longer want to stay in contact with them.

Consider Unresponsive as an alternative.

**CLOSED** – YOU closed the transaction! Congrats! Mark Cold if they closed with another agent.

## Out of Compliance

You will Receive Daily Email reminders on leads that need to be updated. This notice details which leads are out compliance – and includes a link to login to ZAP.



**In the desktop view – leads that are out of compliance will be in RED**

Jessica Smith-Zap 	None	\$ 0	02/09/17	Actions
Elsa Frozen Test 	None	\$ 0	<b>NO CONTACT</b>	Actions
Wally Wanka 	None	\$ 0	<b>NO CONTACT</b>	Actions

Out of compliance, contact was needed by 05-03-2016

**NOTE:** Follow-up plans can be assigned through ZAP desktop. Manual phone and email touches via ZAP mobile app.

## Videos – Managing Contacts

1. Login to Greenhouse and Select **EZ Zap** from the middle column of the Dashboard
2. Select **WATCH A VIDEO**

[Leads Management](#) (5:55)

[Bulk Upload of Contacts Through LeadRouter<sup>SM</sup>](#) (3:10)

[Manage Follow-Up Plans](#) (2:48) (Select Follow-up plan that needs update timeline)

[Contact Relationships](#) (1:43) (This is basically the STATUS of the lead).

Responsive – you are still in contact with them

Nonresponsive – they have not responded to anything but you want to keep trying and monitor behavior

**Cold** – removes them from your account.

When in the Contact Profile – Select **MORE** and there is also an option called **REMOVE FROM CONTACTS**

[Call Your Leads](#) (2:43) (From ZAP mobile app – counts as an update)

[Email Your Leads](#) (3:07) (From ZAP – counts as an update)

## Have A Question?

**FOR HELP WITH ZAP** – go to <http://community.myzap.com>. Or ask your ZAP Specialist at your office.