

How an Agent turns Open House Visitors into GOLD using ZAP!

Here's how one of our agents turns Open House Visitors into GOLD using ZAP!

When you get a visitor at your Open House –

- Invite the visitor to download your special ZAP app to use to view other open houses available – it's GPS enabled and updated 12 times a day! You can show them on your own app where to search for Open Houses and nearby houses available – encouraging them to call you if they see any they are interested in.
- You'll want their name and e-mail address – BUT to share the APP immediately from your phone, you will need their phone number.
- (To Add A Contact from your mobile app – Click + Quick Add icon at the bottom of the screen)
- Add any comments they are sharing regarding their home search to the profile. Make notes under Private Notes during or after adding the contact.
- To Share The Mobile App from your phone to theirs - Click on the contact name and under the More Button – select Share this Mobile App.

After the Open House, do one of the following or BOTH

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1) SET THEM UP FOR LISTING ALERTS-

- set the Contact up on listing alerts based on parameters of the home they just visited.
- <https://vimeo.com/201925429> [video on how to set up listing alerts by zip code and school district]
- Then – watch the ZAP score to see if they open alerts.

2) SET THEM UP ON OUR GG OPEN HOUSE READY-TO-GO FOLLOW-UP PLAN-

1. Log into new.myzap.com (from desktop)
2. Click CONTACTS on the left
3. Click on the Contact to setup plan for
4. Scroll down to the section for Follow-Up plan
5. Click Add Follow-Up plan
6. Select the new GG Open House Automated Follow-Up Plan

For local assistance, please contact your Zap Specialist, Coach or Manager.