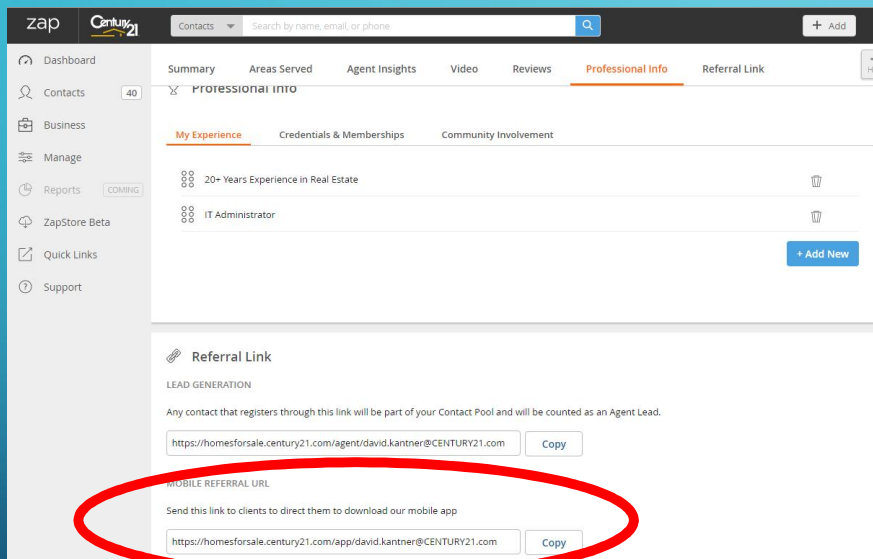




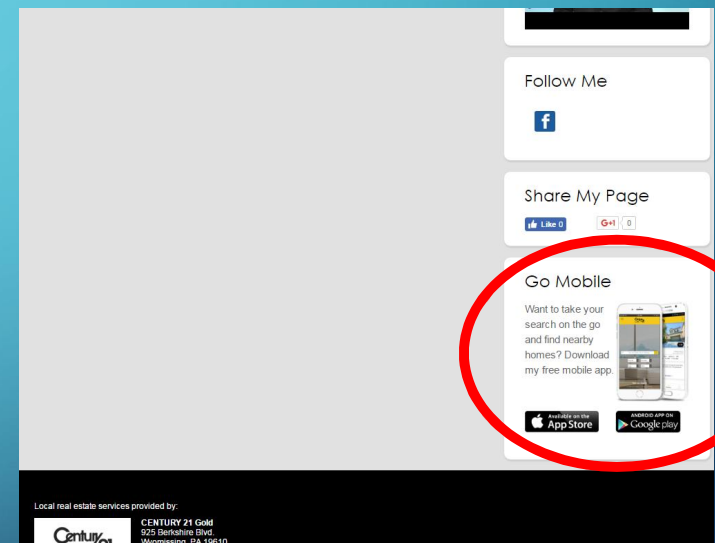
ZAP MOBILE APP

DOWNLOADING AND NAVIGATING THE CLIENT APP

COPY THE LINK FROM YOUR ZAP SITE TO YOUR SMART PHONE (DO NOT DOWNLOAD FROM THE APP STORE)

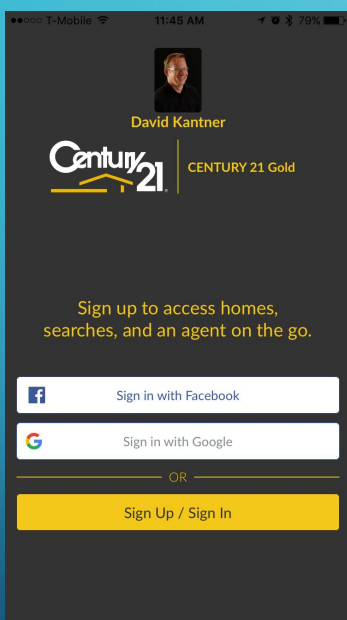


Either from where you edit your ZAP website in the ZAP dashboard (Copy the link and paste it in your web browser on your phone)

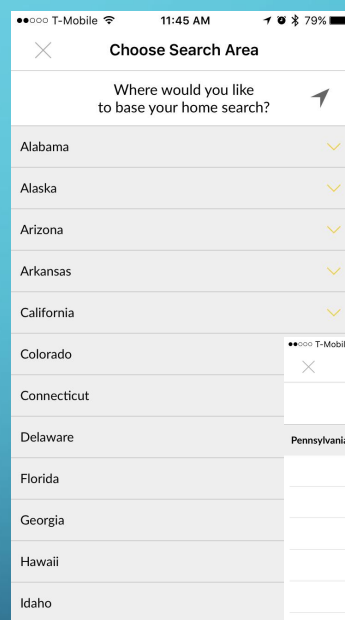


Or on your ZAP Website you can click the link to download it direct from the App Store or Google Play.

ONCE YOU DOWNLOAD THE APP, LOAD THE APP ON YOUR SMART PHONE.



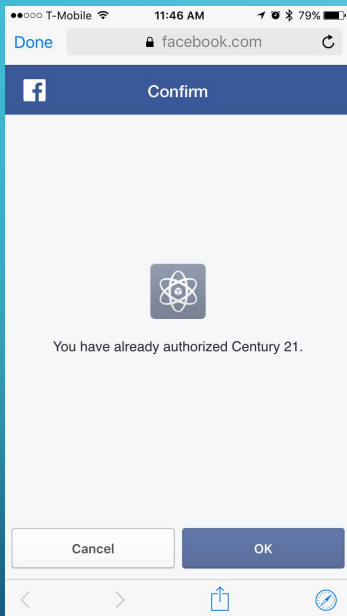
This will be the first screen you see. You have to register yourself with a Facebook or Google account, or if you click on the yellow box you can sign up with your email.



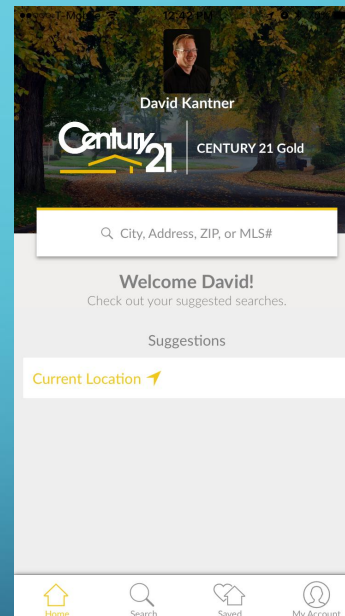
After registering, you have to choose a search area. Scroll down through the states and pick Pennsylvania.

Under Pennsylvania, choose Reading (that is the city closest to our area. You aren't limited to Reading, but it centers you in Berks County.

SETTING UP AND NAVIGATING YOUR ZAP APP

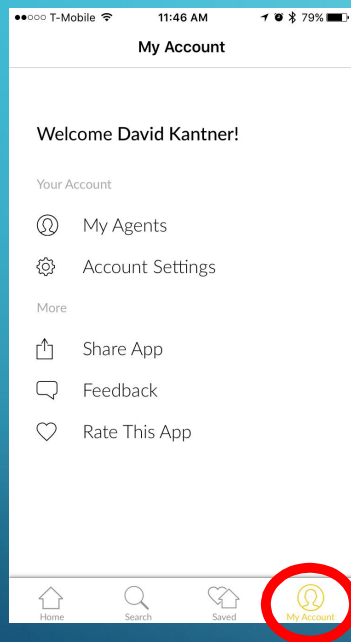


If you setup an account using a Facebook Page, allow the app access to your Facebook in order to make it work.

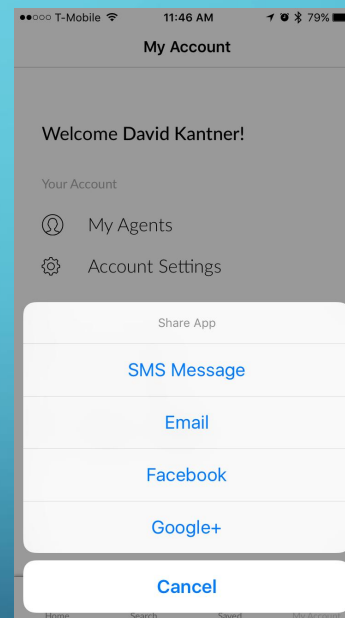


Once Setup, this is the homepage screen to your app. A client (or yourself) can type in the top block and search by city, address, zip, or MLS#. If you touch "Current Location" it will take you to a map view.

NAVIGATING YOUR APP



If you click on the icon in the bottom right corner that says “My Account”, you will see this screen. Here you can manage your settings, and see your agent info (Your contact info is the only agent info a client will see if you downloaded your app instead of the generic ZAP app)



If you click on Share App, you will see this screen. You can send your app download to a client via Text Message (SMS), Email, or share it on Facebook or Google+.

This is why EVERY agent should have their client app on their phone – for the ease of sharing with new and current clients!

MARKETING YOUR APP

In addition to sharing your app on Social Media (like we looked at on the last slide, you can market your app in another important way... Add it to your signature in all outgoing emails. The way to do this varies depending on how you send emails, either through the Outlook Web App, Microsoft Outlook, on an iPhone, or on a Droid.

We will now show you how to add it on the Outlook Web App. If you need help with another system, stop by the IT Department sometime and we can add this together to your email program.