

## ZAP UPDATES: CREATE YOUR OWN BLOG POSTS!

If you're one of the many agents and brokers who want to make a name for themselves with your own content, this release is for you – our **blogging** feature is going live!

We're also adding the ability to automatically assign Follow-up Plans to Contacts based on their Statuses. Less tedious clicking, more building relationships with your clients!

ZAP DOWNTIME TONIGHT, WEDNESDAY 9/6, 9PM PT

**WE NEED TO TAKE ZAP DOWN TONIGHT FOR A FEW HOURS SO WE CAN PUSH OUT THESE CHANGES. YOU CAN EXPECT TO SEE ALL OF THE CHANGES FROM THIS RELEASE FIRST THING TOMORROW MORNING.**

LESS BUSYWORK WITH AUTO-ASSIGNED FOLLOW-UP PLAN

Follow-up Plans themselves can help you stay on track and streamline your communication efforts – but manually assigning each of your Contacts to a Follow-up Plan also takes time.

Now, you'll be able to skip the busywork! With this release, you'll be able to choose a Follow-up Plan and have it automatically assigned to any Contact with a certain Status. For example, you can have every Closed Buyer automatically assigned to the same Follow-up Plan. You can focus your attention on carrying out your Follow-up Plans instead of assigning them!



### Auto-Assigned Follow-up Plans

Save time by having a Follow-up Plan automatically assigned to each of your Contacts based on their Status. You can view or modify the Follow-up Plan for each Status below.

**Buyer**   Seller   Buyer & Seller   Renter

#### Buyer

ON/OFF	STATUS	FOLLOW-UP PLAN	
<input checked="" type="checkbox"/>	New	New Leads Follow-Up Plan	<a href="#">View Follow-up Plan</a> ▼
<input checked="" type="checkbox"/>	Hot	Listing Clients Follow-Up Plan	<a href="#">View Follow-up Plan</a> ▼
<input checked="" type="checkbox"/>	Incubating	Responsive Prospects Follow-Up Plan	<a href="#">View Follow-up Plan</a> ▼
<input checked="" type="checkbox"/>	Cold	Unresponsive Prospects Follow-Up Plan	<a href="#">View Follow-up Plan</a> ▼
<input checked="" type="checkbox"/>	Closed	Closed Client Follow-Up Plan	<a href="#">View Follow-up Plan</a> ▼

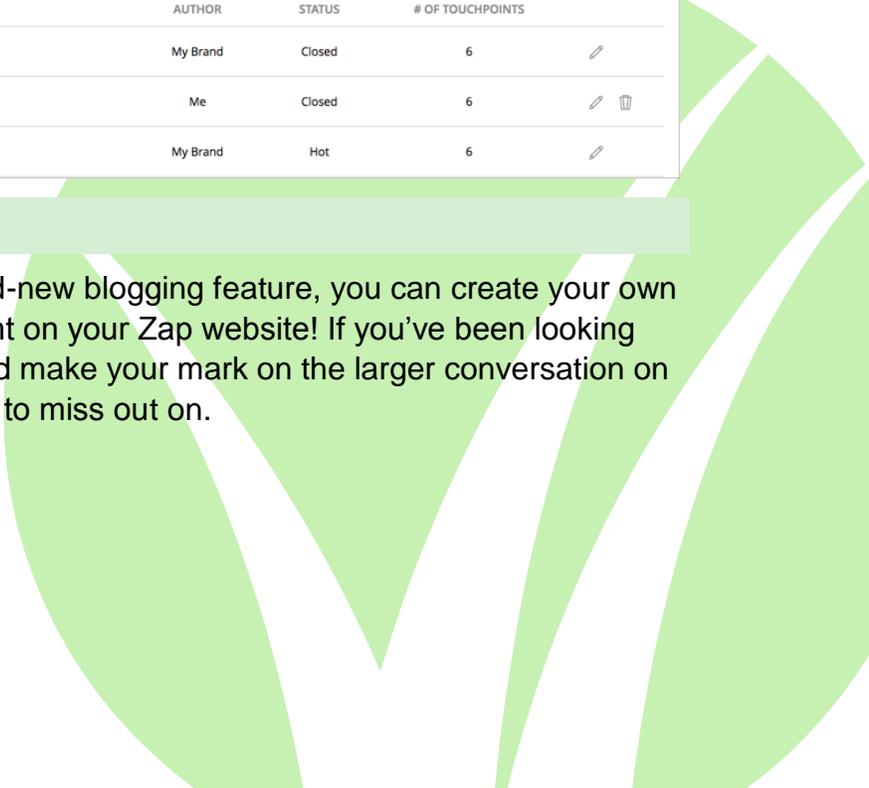
Just go to “Manage” in the left navigation panel and select “Follow-up Plan Library.” You’ll want to click on “Auto-assigned Plans” to start customizing your communication.

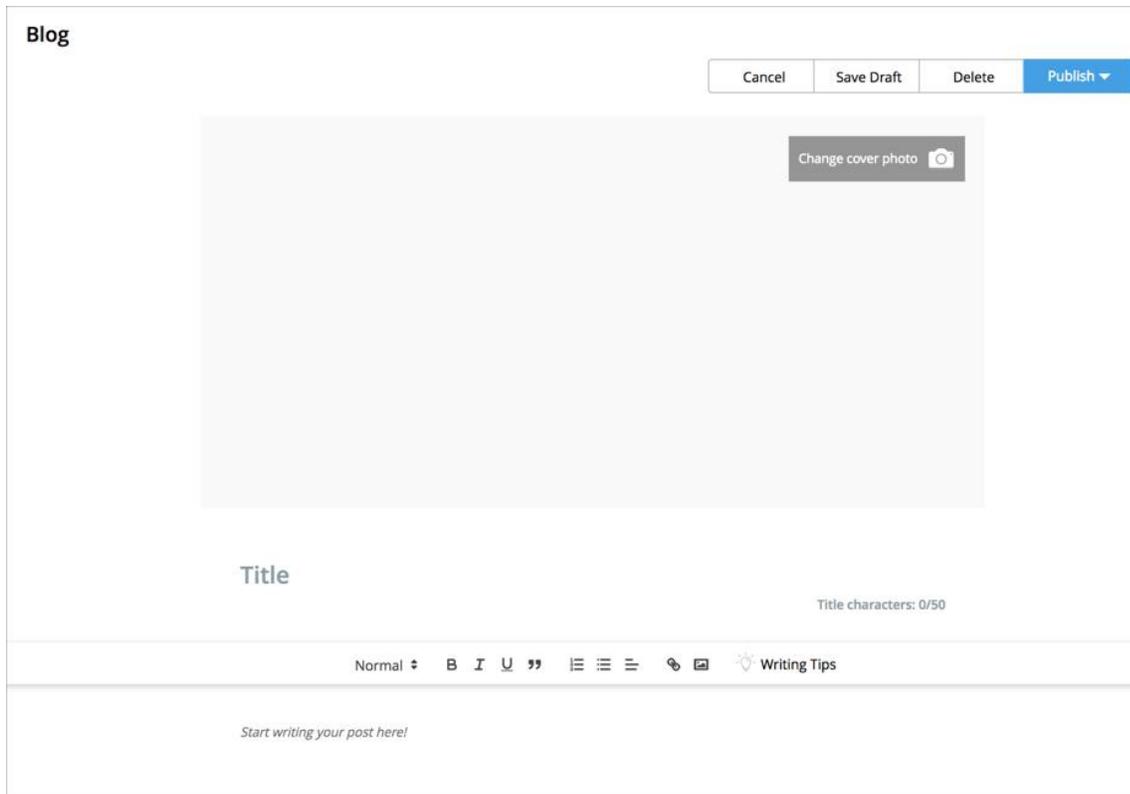
The screenshot shows the Zap CRM interface. The top navigation bar includes the Zap logo, ERA logo, a search bar for contacts, and an 'Add' button. The left sidebar contains navigation options: Dashboard, Contacts (39), Business, Manage (selected), Reporting, ZapStore, Quick Links, and Support. The main content area is titled 'Follow-up Plan Library' and shows 22 results. It includes a search bar for plans, a filter for 'Auto-assigned Plans', and a '+ Add Follow-up Plan' button. Below these are filter dropdowns for AUTHOR, STATUS, CLIENT TYPE, TIMELINE TO TRANSCACT, and CLIENT INTEREST. A table lists the plans:

PLAN NAME	AUTHOR	STATUS	# OF TOUCHPOINTS	
+ Closed Client Follow-Up Plan	My Brand	Closed	6	<a href="#">Edit</a>
+ Dan's copy of Closed Client Follow-Up Plan	Me	Closed	6	<a href="#">Edit</a> <a href="#">Delete</a>
+ Listing Clients Follow-Up Plan	My Brand	Hot	6	<a href="#">Edit</a>

## BLOGGING IS HERE!

It's time to tell your story! With our brand-new blogging feature, you can create your own blog posts and have them displayed right on your Zap website! If you've been looking for ways to stand out from the crowd and make your mark on the larger conversation on the web, this is a feature you don't want to miss out on.



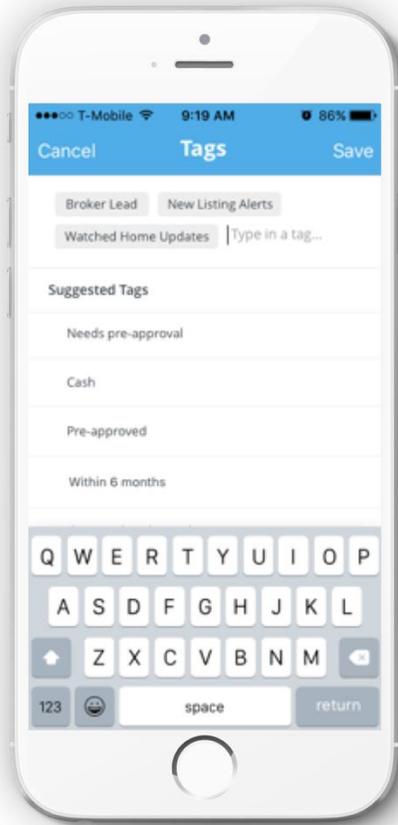


To get started, you can click on your name in the top right corner of Zap and select “Blog” from the list of options. You can jump straight into writing a new post, or check out writing tips and examples! We’ve got resources for you on how to use the blog’s user interface and general tips on writing blog posts!

## ADD AND REMOVE TAGS ON MOBILE

Enjoying the custom tag feature on desktop? With our latest release, you can now add and remove custom tags on Zap’s mobile app!

Just go to someone’s Contact Profile on the mobile app by clicking on their name, and go to the “Tags” section. Tap “Change” to add a new custom tag!



Let us know if you like the changes in this release! We're excited to get your feedback on these new features – and to start seeing the blog posts you'll be writing!

