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!

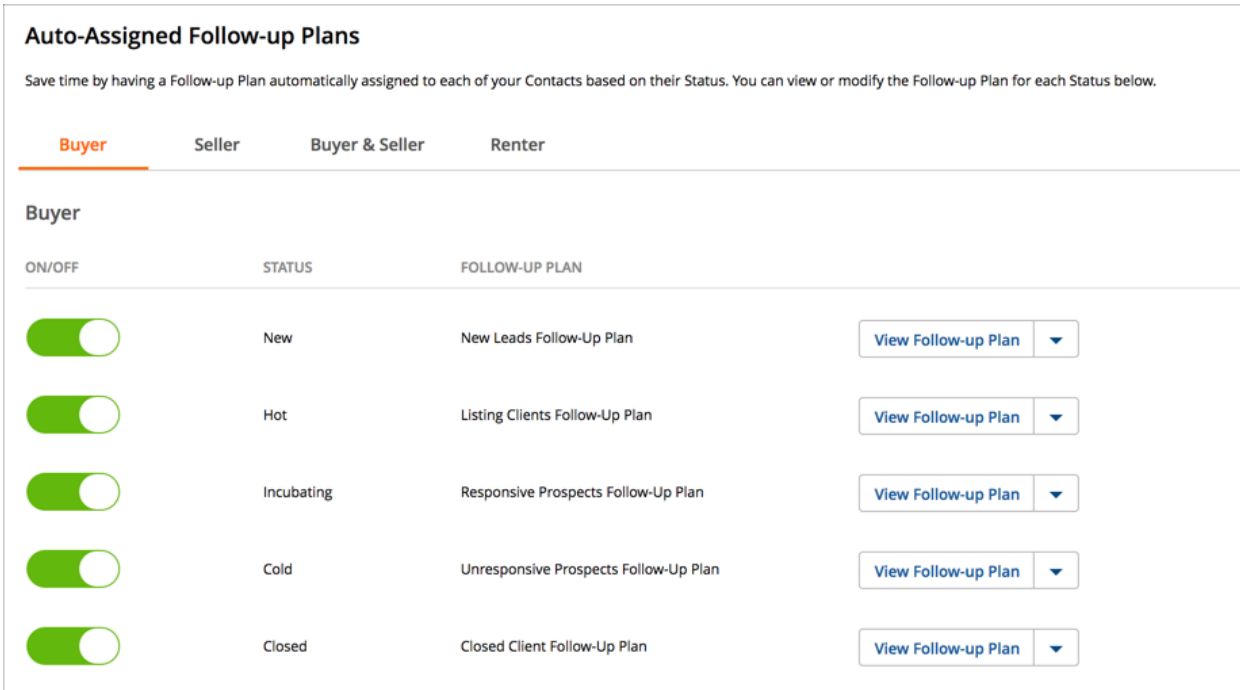
ZAP DOWNTIME TONIGHT, WEDNESDAY 9/6, 9PM PT

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.

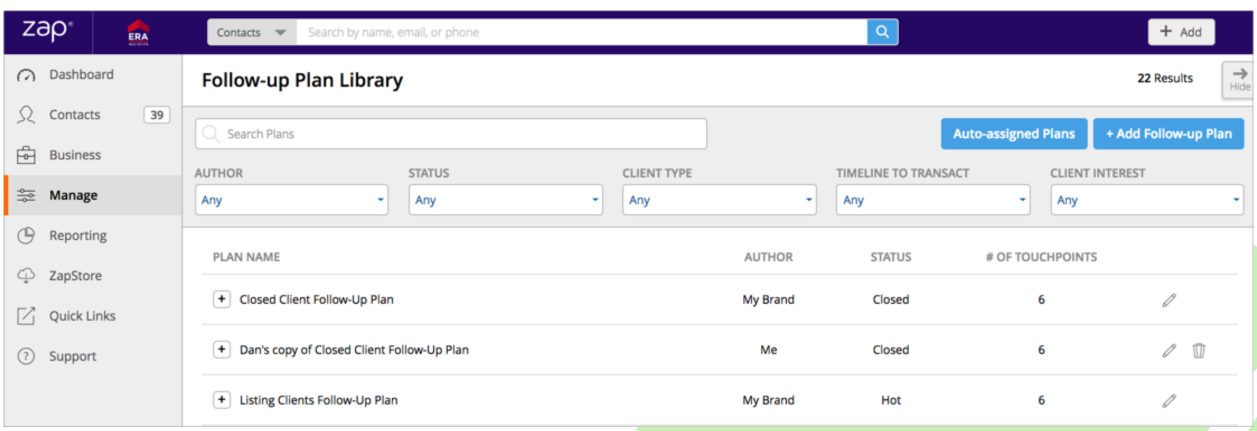
LESS BUSYWORK WITH AUTO-ASSIGNED FOLLOW-UP PLAN

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!

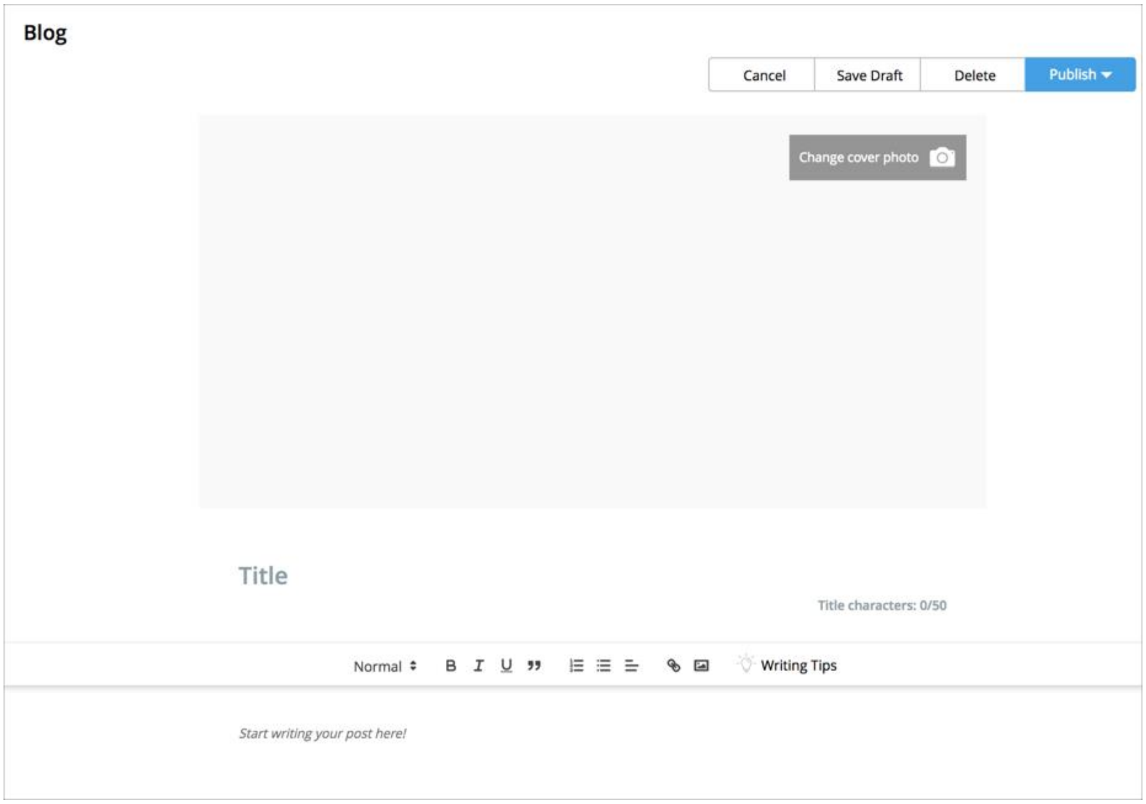


Just go to “Manage” in the left navigation panel and select “Follow-up Plan Library.” You’ll want to click on “Auto-assigned Plans” to start customizing your communication.



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.

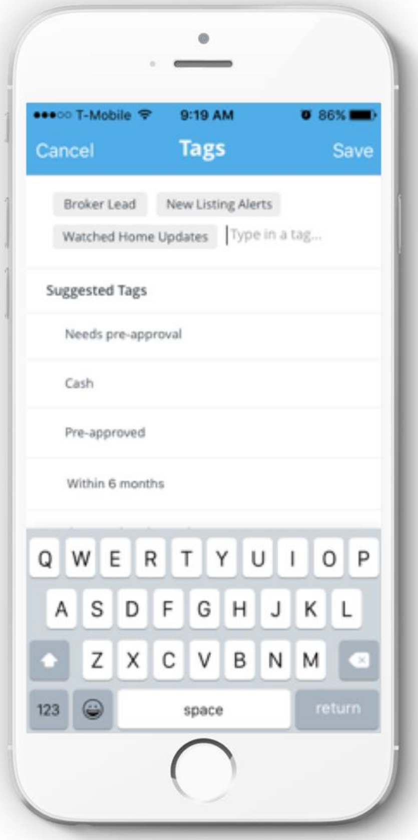


To get started, you can click on your name in the top right corner of Zap and select "Blog" from the list of options. You can jump straight into writing a new post, or check out writing tips and examples! We've got resources for you on how to use the blog's user interface and general tips on writing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