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Zip Your Flyer simplifies agent-to-agent marketing with E-Flyer app

Zip Your Flyer was built by a family of agents and recently launched a flyer publishing app for iPhone

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Key Takeaways

- Zip Your Flyer was designed to ensure delivery of agent-to-agent marketing materials.
- Zip Your Flyer's web-based listing flyer design and email distribution service received a 4-star review in 2016.

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Zip Your Flyer is a great tool for ensuring other agents see the marketing materials you create for your listings.

star rating in 2016.

The agent-developed software has since evolved its product offering to the small screen with the launch of its patent-pending E-Flyer App.

The new mobile software gives agents the same versatile creative power of its parent browser version but augments things with a clever search functionality.

Users can swipe through a live feed of marketing materials belonging to other agents in their market who use the app, and be alerted when new listings are published.



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Zip Your Flyer's E-flier app is currently only available to iPhone users, as the company's research found that 90 percent of its customers were on Apple's flagship device. But an Android version isn't far behind, according to Caitlin Thornburg, executive vice president of sales and marketing.

Thornburg also told me that the app displays flyers created via its standard product, too.

The app displays a vivid user interface that captures several flyer views on a single screen. Each listing card has easy-to-tap share features and immediate access to the listing agent via text or call. They can also be sent directly to buyers.

Buttons below each flyer open animated slide shows and, if available, video tours.

The in-app template library is categorized by design theme and delivers a user from design to delivery in four steps. The app offers the same 24-hour or less flyer turnaround time that helps make Zip Your Flyer such a valuable marketing partner.

The app provides users the advantage of viewing a market's listings within a contained source, not unlike a listing portal.

The app is free and pricing for campaigns is based on the list and market size.

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