



*A single, integrated end to end solution  
designed to drive your business.*



Brokerage website  
and mobile app



Business  
management tools



Predictive agent platform

# Introducing Coldwell Banker Zap®

*Technology and data are driving every aspect of your business. Each year as the opportunity grows, so do the number of tools and dashboards and apps you need to manage it. And so do the number of other sites competing for your customer's attention.*

Enter Coldwell Banker Zap. It has sleek consumer engagement on the front end, and powerful marketing and reporting tools on the back end. Coldwell Banker Zap is an industry game-changer.

As a long-standing industry innovator, Coldwell Banker Real Estate is adding Coldwell Banker Zap to the long list of innovative real estate solutions provided to affiliated brokers. Coldwell Banker Zap combines business acumen with consumer focus in a way that that you've never experienced before.



**REAL ESTATE**



# How Coldwell Banker Zap Works

*Coldwell Banker Zap tracks consumer's online behavior and engagement levels, funnels the data into a predictive lead scoring algorithm and distills it into a single number: the ZapScore.*



Coldwell Banker Zap **Captivates** home buyers and sellers with a brokerage-branded IDX website and mobile app

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Coldwell Banker Zap **Predicts** who is going to transact, empowering agents to reach out at the right time

page 5



98  
The ZapScore



Coldwell Banker Zap **Informs** brokers and agents about every aspect of their business, guiding business growth

page 6



Coldwell Banker Zap **Connects** brokers to agents, and agents to home buyers and sellers

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# Coldwell Banker Zap Captivates Consumers

*Coldwell Banker Zap's modern, engaging consumer product line promotes your agent's expertise and brokerage's brand everywhere.*

Coldwell Banker Zap's powerful consumer-facing products – website, mobile website and mobile app – help brokers effectively market their brokerage and their agents. By placing brokerages directly where consumers are searching, and making the experience completely engaging, Coldwell Banker Zap helps brokers and agents win more business.

Coldwell Banker Zap's consumer-facing products provide home buyers and sellers with a compelling experience and current, complete info. Consumers can easily customize their search, and all activity and preferences are synced across devices, making it easy for them to access their home search and their agent anywhere, anytime.

## **Coldwell Banker Zap's consumer-facing products are:**

- ✓ Engaging
- ✓ Accurate
- ✓ Personalized

High impact agent marketing is integrated throughout the website, mobile website and mobile app, adding value, enhancing the search experience, and engaging the consumer right off the bat.

## **Coldwell Banker Zap's agent marketing is:**

- ✓ Compelling
- ✓ Localized
- ✓ Unique





# Coldwell Banker Zap Predicts Who is Ready to Transact

*The ZapScore directs agents to their next closing.*

Reaching out at the right time is no longer a hunch; it's a science. Coldwell Banker Zap delivers actionable customer data to help agents deliver personalized service and close more deals.

## The ZapScore tells agents when to reach out

Coldwell Banker Zap tracks consumer's online activity across all devices and distills all of that data in a single number: the ZapScore. As a consumer heats up, so does their ZapScore – a strong indication that they're getting ready to transact.

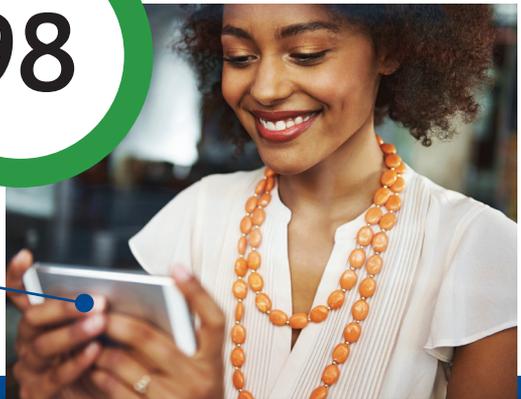


## Coldwell Banker Zap helps agents reach out with the right message

Coldwell Banker Zap's automated marketing systems and email scripts are customizable, so clients get the right message at the right time. Accurate targeting equals better service and better responses – for example, average email open rates for the real estate industry are 22%<sup>1</sup>, while Coldwell Banker Zap's average is nearly double that, at 38%.

## Good-bye, guesswork

Many factors contribute to the ZapScore algorithm – everything from website visits, to mobile app usage, to engagement with automated marketing campaigns. With over 15 years of consumer and real estate transaction data constantly keeping the algorithm up-to-date and accurate, the ZapScore is a strong indicator of intent: the median score of closed clients is 98.



<sup>1</sup> Mail Chimp, Email Marketing Benchmarks

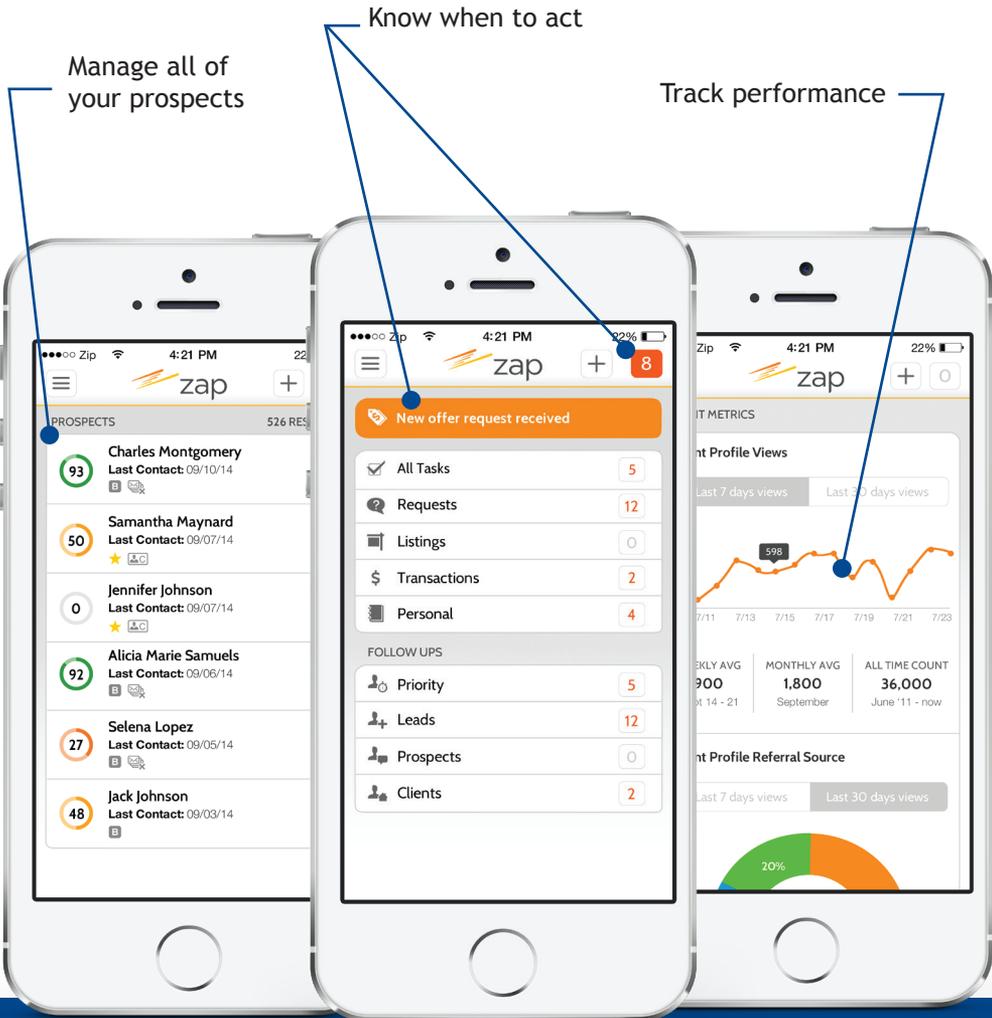




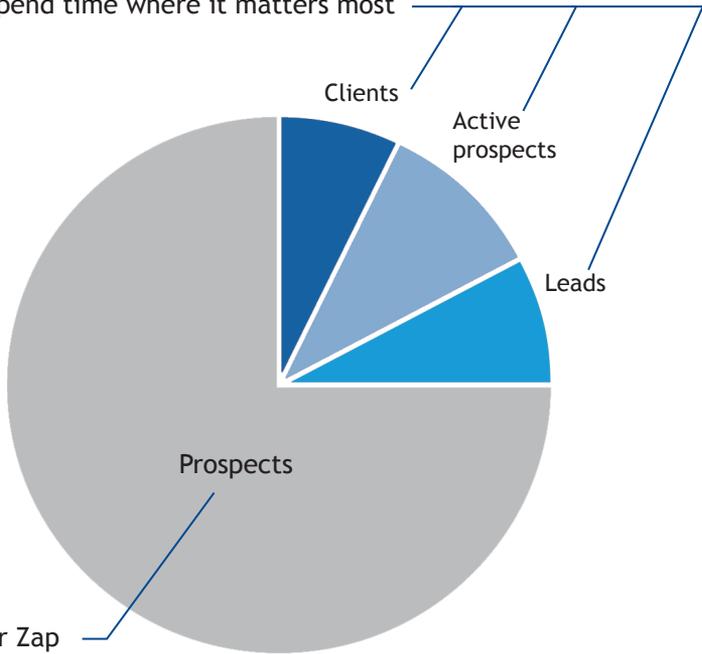
# Coldwell Banker Zap Informs Brokers and Agents

*Coldwell Banker Zap tells brokers and agents where to invest their time and attention, guiding business growth and success.*

Knowing where to spend your time and attention is essential to growing and managing a business. With intelligent tools and powerful insights, Coldwell Banker Zap provides daily guidance as well as long-term business projections, ultimately helping brokers and agents take their business to the next level of success.



Agents spend time where it matters most



Coldwell Banker Zap manages the rest

### Agents Close More Deals with Coldwell Banker Zap

Coldwell Banker Zap helps agents focus on the activities that will drive daily results. While agents work with their active clients, active prospects and new leads, Coldwell Banker Zap incubates prospects that are further up the pipeline.

Coldwell Banker Zap's powerful incubation, combined with automated marketing campaigns and the ZapScore, means that agents can easily manage a large platform of clients at multiple stages of the home buying or selling process. Ultimately this empowers agents to close more deals: agents using Coldwell Banker Zap close an average of 1.5 more deals than agents not using the platform.

### Brokers Grow Their Business with Coldwell Banker Zap

Coldwell Banker Zap gives brokers instant insights into key business metrics such as lead gen ROI, market trends, consumer trends and brokerage performance, providing clear vision into the health of their business, and where there are opportunities for growth.

Brokers can track deals, manage transactions and identify training opportunities, helping agents optimize their productivity and build their business.



# Coldwell Banker Zap Connects 100% of Your Business

*Coldwell Banker Zap gets real estate professionals out of the IT business, and back in the real estate business.*

## Connect your entire business

Coldwell Banker Zap's technology connects 100% of your business, end-to-end. The integrated, flexible system — a connected website, mobile app and broker/agent platform — provides real estate brokers with the tools and insight they need to win in the digital marketplace.

## Connect to your agents

Coldwell Banker Zap keeps you connected to your agents, enabling you to better recognize areas where you can help them take their business to the next level.

## Connect agents to consumers

Coldwell Banker Zap enables agents to turn their daily activities, observations and interactions into powerful marketing to thousands of home buyers and sellers. This type of authentic, hyper-local marketing has a 40% click-through rate the to agent's profile.

Actions	Results
Showing a Home	Recent Activity Map Expert Insights
Working with Clients	Ratings and Reviews
Listing a Home	Seller Center Showcase





# CONSUMER



## PROVIDED

## FEATURES

## BENEFITS

World Class  
**WEBSITE**

**WEBSITE**  
Full IDX plus additional content  
Broker-branded  
Easily personalized by users  
Search-engine optimized  
Deeply linked to CRM

Consumers view up to  
**7 real estate websites**  
during search

Fully-Responsive  
**MOBILE WEBSITE**

**MOBILE WEBSITE**  
Seamlessly linked to website  
Full IDX and broker-branded  
Available on any mobile device  
Mobile search optimized

**79%** of consumers  
will leave a non-mobile  
optimized site

Highly-Rated  
**MOBILE APPS**  
(iOS & Android)

**MOBILE APPS**  
Synced with web and mobile web  
Full IDX and broker-branded  
Phone and text access to agent  
Geolocation features  
Android and iPhone versions

Consumers who use both  
web and mobile app are  
**4x more likely**  
to buy a home

# AGENT



## PROVIDED

## FEATURES

## BENEFITS

Intelligent,  
Automated  
**DESKTOP CRM**

**DESKTOP CRM**  
Predictive ZapScore  
Suggested follow up scripts  
Transparency to client needs  
Automated digital marketing  
Proven ratings & reviews system

Agents engaged on Zap close  
**1.5x**  
more deals than  
the average agent

Robust, Full-Featured  
**MOBILE CRM**

**MOBILE CRM**  
All contacts, anywhere you go  
Phone, text and email to clients  
Instant alerts of client needs  
Productivity boost in the field

Salespeople on a mobile  
CRM were  
**15%**  
more productive than those  
on a desktop-only CRM

Standardized  
**AGENT WEBSITES**

**AGENT WEBSITES**  
Your personal digital calling card  
Full IDX site + app branded to you  
Track client usage within the CRM

**87%**  
of consumers would look up an  
agent online who was  
personally recommended to them

# BROKER



PROVIDED	FEATURES	BENEFITS
 <p>Brokerage <b>OVERSIGHT TOOLS</b></p>	<p><b>OVERSIGHT TOOLS</b>                      Visibility into customer activity                      Retain control over client leads                      End-to-end view of agent activity                      See where to invest, hire, grow</p>	<p>Organizations that use lead scoring increase close rates by <b>30%</b></p>
 <p>LeadRouter <b>INTEGRATION</b></p>	<p><b>LEADROUTER</b>                      Control lead routing rules                      Single sign-on within Zap                      Automatic follow up notification</p>	<p>LeadRouter <b>INTEGRATION</b></p>
 <p>Crest <b>INTEGRATION</b></p>	<p><b>CREST</b>                      Listings linked to Zap                      Closings linked back to Zap                      Single sign-on within Zap</p>	<p>Crest <b>INTEGRATION</b></p>



