

# Learn to power your productivity with the Zap Squad!

With Zap®, you can get more listings, attract more buyers, convert more leads into customers, and build trust to improve service.

## Close more deals than the average agent.

The more agents used Zap, the more units they closed. Agents who logged into Zap more than 10 times a month on average had an 8.2% increase in units closed during calendar year 2017 vs. 2016. This was 7.5 times higher than the 1.1% NAR average for growth in units closed for 2017 vs. 2016.

Get customized coaching to make the most out of Zap. Attend our exclusive in-office event on **11/27/18**

You'll learn how to:

- Personalize your agent website
- Convert online leads into clients
- Capture interest using Agent Insights
- Customize Follow-up Plans
- ...and more!

**Don't miss out on this opportunity—  
space is limited!**



*Disclaimer: This study is not a controlled study. It is based on combined agent data from several Realogy brands (not just one brand) and does not include agent data for all Realogy brands. In addition, the agent data is based on approximately 23% of Realogy brand agents (44,302 out of a total of approximately 189,000 US Realogy brand agents). All Realogy brand agents in the study were active as of January 2016 through December 2017. Productivity information is based on Realogy and ZapLabs internal usage data for January through December 2016 and 2017. Individual results may vary. Past performance does not guarantee future results. Market conditions may influence results and there is no assurance any Realogy brand agent will achieve the same or similar results.*

Date: November 27, 2018

| Time  | Description                       |
|---|-----------------------------------|
| Massaponax Office, 4840 Southpoint Drive, Fredericksburg, VA 22407<br><br>10:00 to 1:00 | Agent Session: Zap Best Practices |
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***“The Zap Squad trainer was very supportive and took the time to fully understand our long-term objective.”***

Peter Hopkins  
Coldwell Banker Paradise