

## NEW LISTING ALERTS

**WHAT:** New Listing Alerts are emails sent on your behalf to your customers to let them know about new listings that match their search criteria. The email prompts them to click back to their USAA account to learn more about the property, where they have the opportunity to request a visit with you or ask you a question. They can also just respond to the email – easy access to you!

**WHY:** New Listing Alerts are the most opened and read automated drip marketing emails you can send in Zap, and are super powerful marketing tools.

**HOW:** To turn on New Listing Alerts, sign in as your contact, search for properties using the search criteria they have given you, click the Recommend Search button, then click Email this Recommendation.



### How do you know which New Listing Alerts you've set up?

For New Listing Alerts you've set up, you will see the agent banner at the top of the alerts. Those without a banner are alerts consumers have set up themselves.



### Q. Why do I want to set up listing alerts on Zap instead of my MLS?

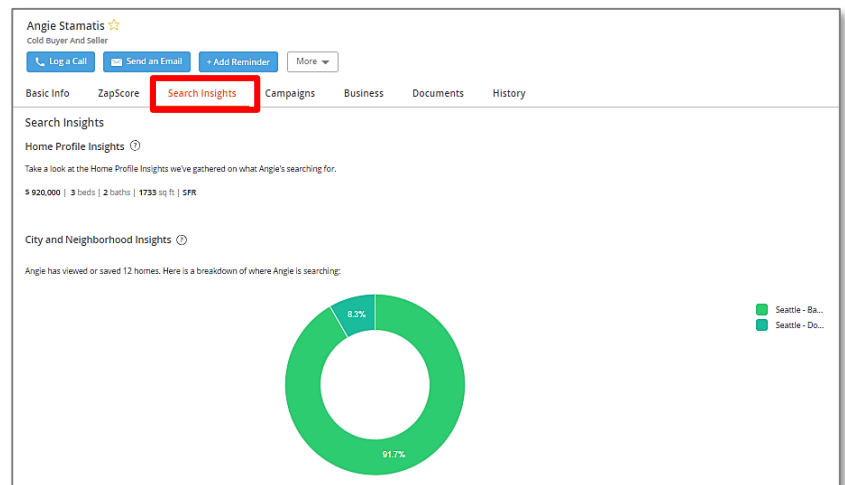
A. If you set up New Listing Alerts on Zap, you can see if your client views homes, saves searches or creates searches themselves.

- Opened an email
- Viewed a home detail page
- Viewed your Agent Website
- Logged into a mobile app

Zap's New Listing Alerts are much easier for consumers to change, update or create than most MLS portal software. Consumers can create a much broader search in Zap, so they get a good number of alerts instead of just a few.

### Q. What should I do first before setting up Listing Alerts?

A. From the Contact Profile page, view Search Insights to see what your contact has been looking at. Then set up searches that will help your contact continue their search for the perfect home!



### Q. How often are New Listing Alerts sent?

A. If there are any new properties that fit your Contact's search criteria, New Listing Alerts are sent minutes after the listing has been added.