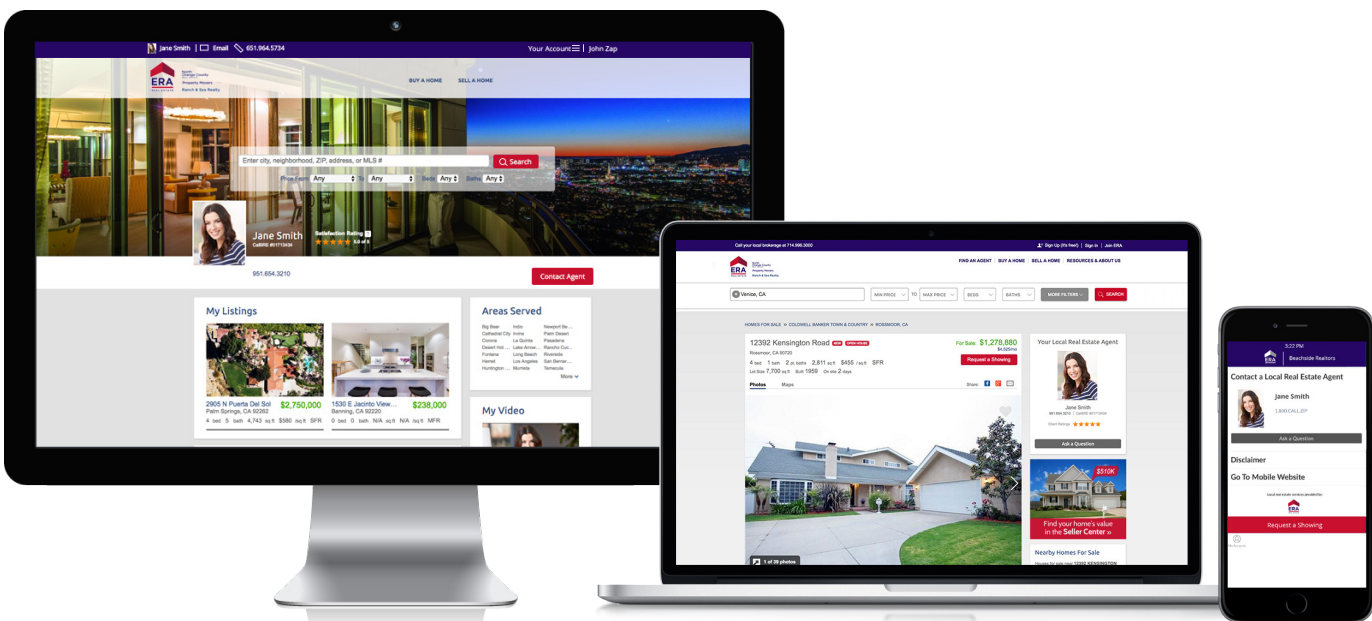


# Next generation real estate technology from ERA

Today's home buyers and sellers expect a personalized, transparent and synchronized relationship whether connecting online, on mobile or in person.

Zap® is our comprehensive platform that helps you strengthen your personal connections, not replace them. It empowers you to establish, manage and deepen client relationships.

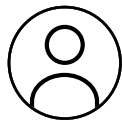
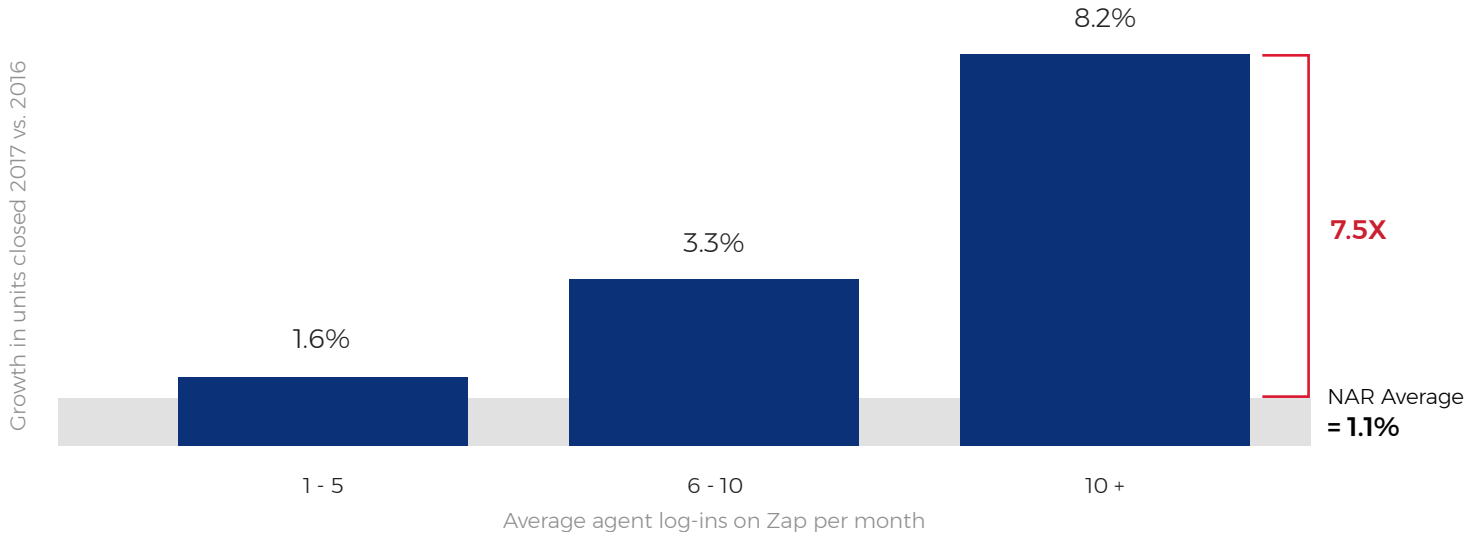


## With Zap, you can:

- Attract customers with agent-branded, data-rich websites and mobile apps that showcase your experience and insight
- Build trust and improve service by personalizing alerts and recommendations based on client insights from Zap
- Prioritize opportunities based on likelihood to transact as predicted by each lead's proprietary ZapScore<sup>sm</sup>
- Stay top of mind with your contacts with instant lead notifications and easy-to-use, automated marketing tools
- Do all your work in one place with popular integrations such as DocuSign and email

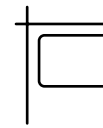
# Agents' productivity increased as they increased their use of Zap

Agents active on Zap grew units closed 7.5x faster than the NAR average.



**4.9 impressions per average session\*\***

In the average session (mobile and desktop) for a registered Zap user, the assigned agent's impression is displayed 4.9 times.



**3.5x more showing requests\*\*\***

Agents who wrote Property Insights once per month got 3.5 times more showing requests than those who posted only once every three months.

\*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 and is intended to show correlation rather than causation. There is no assurance any Realogy brand agent will achieve the same or similar results.

\*\*Data sources: Google Analytics for Zap mobile application.

\*\*\*For the property insights, the agent data is based on 59,117 Realogy brand agents who have been using the Zap platform for at least a 90 day period. All Realogy brand agents in the study were active as of June 1, 2015 through October 2, 2017. "Showing requests on average" is calculated as the number of consumer-initiated showing requests through Zap over the entire period the agent was active on the Zap platform, divided by the number of days they were active on the Zap platform.

## What they're saying

*"What I love about Zap is the Follow-up Plans. They let me stay in touch with leads from cold prospects to active buyers to pre-sellers in a snap. I know they're getting contact from me every week, every month, every couple of months—and I don't even have to worry about it!"*

**Heather Tindall**  
ERA Central Realty Group

*"From weekly trainings to sales meeting topics to one-on-one consultations, we focus on using Zap every day. If you use the system, work the system, and know the system, there's no way to not be successful."*

**Lucinda Brasington**  
ERA Wilder Realty, Inc.