

Zap Retirement ("Zap to Zero") FAQs

1. When is Zap being retired?

- a. Zap is being retired at the end of the year, officially on December 30, 2022. This is not necessarily the date *all* users will stop having access to Zap. In preparation for Zap's retirement, the Zap CRM will go into read-only mode as part of the MoxiWorks launch schedule and the read-only date will vary by launch group.
- b. For brokers and agents whose companies are not launching MoxiWorks, the Zap CRM will go into read-only mode on December 30, 2022.
- c. Upon retirement, Zap will no longer be supported, though users will still have limited access to manage existing brand.com websites and view contacts until Zap websites are fully shut down. Please check with your brand representative for more details on website admin use following Zap's retirement.

2. Why is Zap being retired?

- a. The decision to retire Zap was made in response to feedback from brokers and agents that they want more flexibility in choosing their product mix. Zap operates on a closed legacy architecture and therefore cannot integrate with third-party products, and lacks functionality they deemed important, including robust Teams component and account delegation. The replacement products offered through the MoxiWorks suite ensure they can integrate seamlessly with other product offerings and existing systems and were vetted to address the needs of users.

3. Can I choose to keep using Zap if I want?

- a. Zap is being retired at the end of 2022. Once the Zap platform is retired and fully shut down, you will not have an option to continue using Zap.

4. What does read-only mean?

- a. Read-only mode limits Zap's bulk actions and CRM capabilities. Once in read-only mode, you will no longer be able to add or edit contacts, perform any contact bulk actions or send an email via Zap. Prior to going into read-only mode, agents and brokers will need to move any remaining contact data that is currently in Zap to MoxiEngage to retain CRM capabilities for those contacts.
- b. Website admin capabilities will remain in the short term. This includes updating an agent website, viewing a contact's saved homes and searches, signing in as a contact, and managing follow-up plans.
- c. Review a full list of which features are/are not available in read-only mode: [Zap Read-Only Functionality](#)

5. How will I know if my version of the Zap CRM is in read-only mode?

- a. When Zap goes into read-only mode, agents will see a banner at the top of the page that says that the CRM is read-only.

6. What if my company does not launch MoxiEngage/Leads Engine? Where will leads go?

- a. After December 30, 2022, when Zap goes into read-only mode, agents will receive leads via email but there will be no compliance tracking in LeadRouter.

7. Can I still send personalized bulk emails?

- a. MoxiEngage does support sending messages to the agent's contacts. One way is through Neighborhood News, a monthly market update that provides subscribers with relevant housing market statistics and information by zip code or location.

8. Can I still see my client's activity in MoxiWorks? What is going to happen to my clients' existing accounts in Zap?

- a. When an agent's company launches MoxiWebsites, agents should plan to begin leveraging their new Agent Website from MoxiWorks in place of their Zap Agent Website. Consumer activity on brand websites will not show up in the MoxiEngage CRM.
- b. Consumers who have accounts on the current Zap websites will continue to have those accounts and will continue to be able to use those individual websites. Agents who are working closely with clients should plan to encourage them to begin using their new MoxiWebsites agent website. User accounts will not be migrated/transferred from Zap websites to MoxiWebsites.

9. What will customers see when they login into their Zap account and how will they search for real estate on my website?

- a. Until the Zap websites are fully shut down, consumers will continue to have the same experience on those sites.

10. Will data, such as my client's account information, be transferred over to MoxiEngage and MoxiWebsites?

- a. You will have the opportunity to migrate some of your core data from Zap into your new MoxiEngage account via an in-product migration tool. Website content from Zap will not be migrated to MoxiWebsites.

11. What will happen to my reviews and testimonials?

- a. Agent websites on Zap will remain active and reviews will continue to be posted to Zap websites until the Zap websites are shut down. Agents should plan to take their reviews from their Zap website and publish them to their new MoxiWorks agent website.

12. How does MoxiWorks support the display of agent reviews and testimonials?

- a. MoxiWebsites has several ways agents can display reviews and testimonials on agent sites; however, it does not have built-in functionality to send out requests (emails) to clients and then collect and automatically display reviews.
- b. More information on adding testimonials can be found in this support article: [How to Manually Add a Testimonial to Your Agent Website](#)