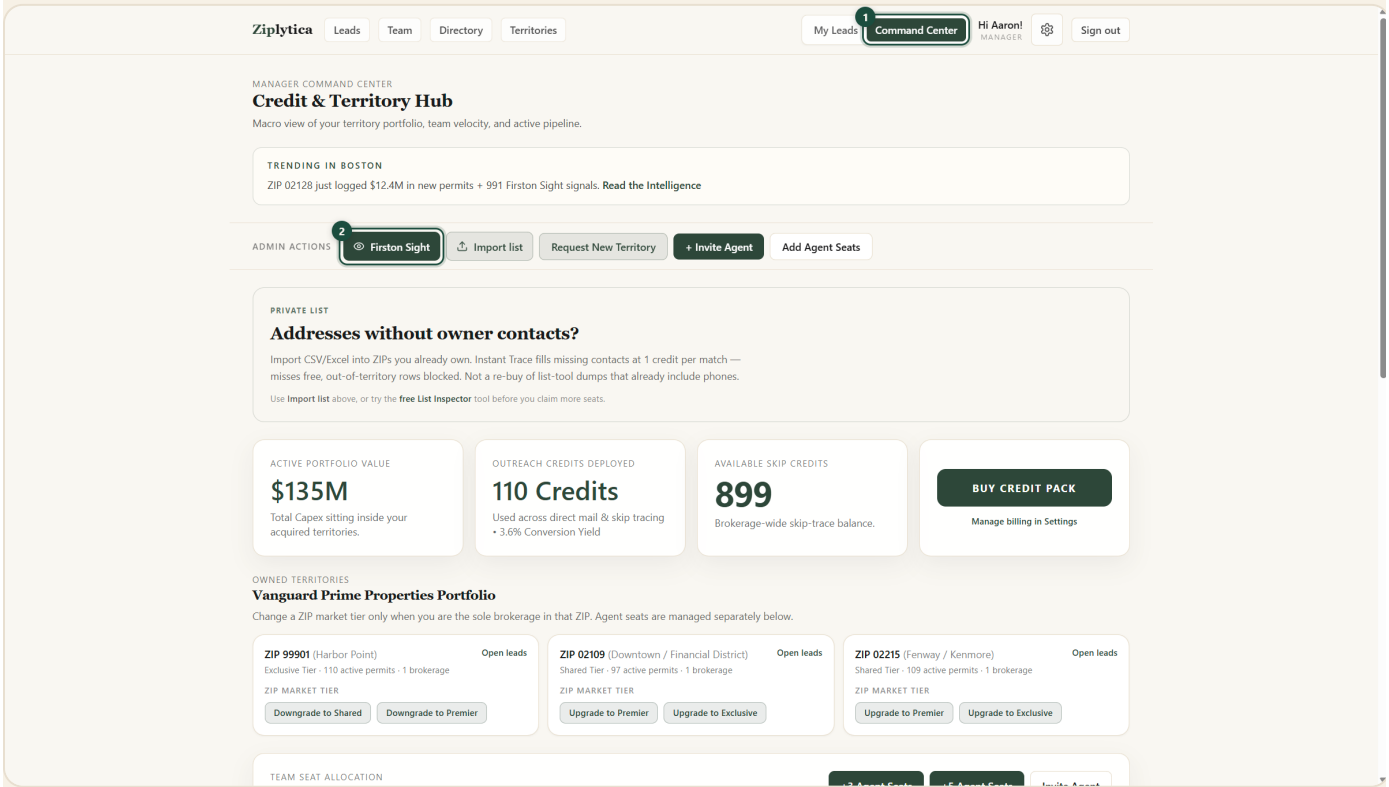


Firston Sight Walkthrough

This is the path from Command Center to a postcard or letter. The green numbers mark each step. The pictures are from a sample workspace, so the ZIP codes will look different from yours. Your ZIPs will already be in the list.

1. Open Command Center, then Firston Sight

Open **Command Center** (1), then the green **Firston Sight** button (2). That opens Add to Leads.



2. Choose a ZIP, how recent, and which seller situations

Pick your ZIP (3). For Pre-Foreclosure, bank-owned, and Auction, choose **About 30 days** or **About 90 days** (4). Then check the seller situations you want and how many to add (5). Start with a first batch — you do not need every property in a category.

FIRSTON SIGHT

Add to Leads

Pull motivated sellers by category from your territory — or match owners on a list you already have. Properties and contacts land on Leads for your team to claim.

ADD FROM THE MARKET

Choose a ZIP, then set how many new properties to pull from each seller situation. Available is what is still left to add — properties already on your desk are not counted again.

3

99901 · Exclusive

1,339 still available to add in 99901 · 9 already on your desk

FILING WINDOW

Pre-Foreclosure, REO, and Auction counts use this window. Other seller situations are standing inventory in your ZIP.

4

About 30 days

About 90 days

Recent Pre-Foreclosure, REO, and Auction filings.

5

Seller situations

CATEGORY	STILL AVAILABLE	ADD
☒ Vacant 2 on desk	123	5
☐ Tax Delinquent 1 on desk	0	0
☐ Pre-Foreclosure 1 on desk	0	0
☒ Tired Landlord 1 on desk	534	5
☐ REO / Bank-Owned 1 on desk	0	0
☒ Probate / Inherited 1 on desk	682	5
☐ Auction 1 on desk	0	0

3. Check the box, then add them

Check the box at the bottom (6), then **Add to Leads** (7). The properties — with owner contacts — show up on Leads for you to claim.

FIRSTON SIGHT

Add to Leads

Pull motivated sellers by category from your territory — or match owners on a list you already have. Properties and contacts land on Leads for your team to claim.

Recent Pre-Foreclosure, REO, and Auction filings.

Seller situations

CATEGORY	STILL AVAILABLE	ADD
☒ Vacant 2 on desk	123	5
☐ Tax Delinquent 1 on desk	0	0
☐ Pre-Foreclosure 1 on desk	0	0
☒ Tired Landlord 1 on desk	534	5
☐ REO / Bank-Owned 1 on desk	0	0
☒ Probate / Inherited 1 on desk	682	5
☐ Auction 1 on desk	0	0
☐ Judgment / Lien 1 on desk	0	0

6

☒ I certify that this data will be utilized strictly for direct real estate marketing/investment purposes and will NOT be used for FCRA-governed consumer background screening.

7

Add 15 to Leads — Included

Exclusive on this ZIP — included with your territory's no credit check.

4. Claim them on Leads

Open Leads. If you want a shorter list, use Just added or Firston Sight, then Claim for Self.

8

Leads

Team

Directory

Territories

My Leads

Command Center

Hi Aaron!
MANAGER

Sign out

Leads

Scan your queue and claim the best opportunities.

IN YOUR MARKET - BOSTON

Fenway / Kenmore (02215) Commercial Tenant Improvement Cluster — Commercial Permit Intelligence

Fenway / Kenmore (02215): 11 commercial real estate permits, \$9.5M in declared spend. Pre-market off-market lead data — check exclusive ZIP territory availability.

Read brief

All Assets

Commercial & Mixed

Residential

Just added

9Firston Sight

Q Search address or ZIP...

Min. Capex \$

Deal Type

Territory

Showing 12 queue items

CLASS	ASSET	FILING	CAPEX	AGE	ACTION
[COM]	584-598 Commonwealth AV Fenway / Kenmore (02215)	ALTERATION / RENOVATION	\$306,027	2 days old	Claim for Self
[COM]	33-59 Congress ST Downtown / Financial District (02109)	EXPEDITED REVIEW TRACK	\$2,877,659	3 days old	Claim for Self
[COM]	354-364 Longwood AV Fenway / Kenmore (02215)	EXPEDITED REVIEW TRACK	\$22,160,062	3 days old	Claim for Self
[COM]	540-548 Commonwealth AV Fenway / Kenmore (02215)	ALTERATION / RENOVATION	\$112,450	14 weeks old	Claim for Self
[COM]	508 Beacon ST Fenway / Kenmore (02215)	OTHER	\$130,920	16 weeks old	Claim for Self
[SFD]	35 Bay State RD Fenway / Kenmore (02215)	ALTERATION / RENOVATION	\$41,000	20 weeks old	Claim for Self
[SFD]	11 Queensberry ST Fenway / Kenmore (02215)	ALTERATION / RENOVATION	\$83,800	23 weeks old	Claim for Self
[COM]	30 Ipswich ST Fenway / Kenmore (02215)	FA	\$196,000	23 weeks old	Claim for Self
[COM]	785-795 Commonwealth AV Fenway / Kenmore (02215)	EXTREN	\$1,885,000	27 weeks old	Claim for Self
[SFD]	69 Park DR Fenway / Kenmore (02215)	EXTREN	\$1,846,100	31 weeks old	Claim for Self

5. Work them from My Leads

Claimed properties land on My Leads. Ones with contacts often sit in Outreach — tap a card to open it.

Ziptytica

Leads

Team

Directory

Territories

11

My Leads

Command Center

Hi Aaron!
MANAGER

Sign out

ACTIVE PIPELINE

My Leads

Advance claimed leads through each stage, run skip trace from the dossier, and secure wins into your portfolio.

Browse Leads

TRENDING IN BOSTON

ZIP 02128 just logged \$12.4M in new permits + 991 Firston Sight signals. Read the Intelligence

INTELLIGENCE JOURNAL

Neighborhood permit briefs from live filing data

View all

ZIP 02215

Fenway / Kenmore (02215) Commercial Tenant Improvement Cluster — Commercial Permit Intelligence

Fenway / Kenmore (02215): 11 commercial real estate permits, \$9.5M in declared spend. Pre-market off-market lead data — check exclusive ZIP territory availability.

ZIP 02109

Downtown / Financial District (02109) Pre-Market Data: Commercial Real Estate Permits

Downtown / Financial District (02109): 8 commercial real estate permits, \$2.9M in declared spend. Pre-market off-market lead data — check exclusive ZIP territory availability.

ACTIVE LEAD VALUE

\$8,860,000

IN NEGOTIATIONS

1

MY SKIP CREDITS

899 Remaining / 899 Allocated

VIEW

Active

Portfolio (1)

Claimed (4)

New leads from the queue. Skip Trace only when contacts are not already included.

[COM]

MOTIVATED

61 Provence Court

\$695,000

14 days in Claimed

[COM]

MOTIVATED

DUEL

716 Harbor Queue St

12

Outreach (3)

Calls and texts being made.

[COM]

IMPORT

DUEL

7 Saltmarsh Court

Capex pending

14 days in Outreach

[COM]

716 Harbor Queue St

Working (1)

Active conversations and follow-ups in progress.

[COM]

205 Seaport Demo Blvd

\$950,000

41 days in Working

Negotiations (1)

Offer terms and contract details in play.

[COM]

14 Registry Demo Way

\$1,100,000

41 days in Negotiations

6. Send a postcard or letter

Before the first send, add a return address in **Settings → Direct Mail**. Then open the **Outreach** tab (14), choose Postcard or Letter (15), and **Send** (16).

ASSET TERMINAL

7 Saltmarsh Court

Harbor Point, MA | ZIP 99901

OUTREACH

Mark as Working

Closed Won

Closed Lost

Intel & Stats

14 Outreach

Activity Timeline

CORPORATE VEIL PIERCED

Principal **Evan Pike**

Ziplytica provides real-time compliance indicators via third-party data networks for information purposes only. Compliance with the Telephone Consumer Protection Act (TCPA) and federal/state Do Not Call lists remains the sole legal liability of the end-user conducting the campaign outreach.

MAIL DELIVERY

No direct mail sent yet. Queue a postcard or letter below, delivery status will appear here automatically.

MAIL

Format, template, send. Branding stays in Settings.

Branding & addresses

15

Postcard

Letter

4x6

6x9

6x11

Masthead: No default (set in Settings) Omit this send

Message for this property

Using **Quiet timing** copy for this lead.

Quiet timing

Vacant property

Pre-foreclosure

Tax delinquent

Tired landlord

Probate / inherited

Auction timeline

Judgment / lien

Other notes

Building permits, LLC owners, and general hellos.

Building permit

Owned by an LLC

First hello

Checking back in

Seller-motivation / FoS lead when the category is mixed

Customize copy Show preview

Lead mail to: 7 Saltmarsh Court

Sample to me - 4 credits

16 Send 4x6 Postcard (First Class) - 4 credits

Release Asset (Unclaim)