



- Multiply by zero: result equals zero
- Factor a quadratic expression equal to zero
   You have two factors whose product is zero
   One of the factors must be zero
- Find values for variable that make this true
- These are the x-intercepts of the graph of the equation









$$4x^{2} + 26x + 30 = 0$$
• Equals zero
• If it factors, use zero factor property (ZFP)
• Has Greatest Common Factor: GCF = 2
• 2(2x^{2} + 13x + 15) = 0
• Now factor trinomial in ()
• 2 - 2 - 15 - 30
• 30 - 10 - 3
• 10 + 3 - 13
• 2 [(2x^{2} + 10x) + (3x + 15)] = 0
• 2 [2x(x + 5) + 3(x + 5)] = 0
• 2 [(2x^{2} + 10x) + (3x + 15)] = 0
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