

arch

Competitive Advantages through
Innovative Marketing & Technology

Bulk Rate
US Postage
PAID
Permit #1
Austin, TX

Arch Telecom, Inc.

210 Barton Springs Rd

Suite 275

Austin, TX 78704

800.882.9155

fax: 800-882-0945

support@archtelecom.com

www.archtelecom.com



Ask? Belinda

About the Home
Affordability Line

Dear Belinda,
I would like to replace the Home Affordability survey questions with recordings in my own voice. Can I do this?

Sincerely, Real Estate Agent in Rochester

Dear Rochester,
The Home Affordability line allows you to record your own voice over any of the standard recorded questions. HOWEVER, You MUST maintain the integrity of the question. In other words, when the stock prompt asks the caller to report monthly debt, your custom recorded prompt must ask for the same information. If you change the integrity of the questions, your survey will formulate based on the original stock prompt subject and report incorrect results. You can find the instructions to change the stock recordings in your Home Affordability Quick Start Guide, which is also posted on www.archtelecom.com. Feel free to call me for questions.

Dear Belinda,
How do I retrieve my voice mail messages on my Home Affordability Line?
Yours Truly,
A Lender is Louisville

Dear Louisville,
First, request a fax of your new calls so that you have the response number that's given to each call. The system will prompt you for a response number when retrieving these messages. Once you have requested the fax, follow the instructions for Retrieving Recorded Responses in your HAL instructions

Dear Belinda,
I have the Home Affordability Line and I think I would like to change the formulas that calculate the results of the survey questions. Is this a possible change and if so, how do I go about changing the formulas?

Sincerely,
Loan Officer in Lubbock

Dear Lubbock,
There are certain values used in the formula that you may change. These values and their current settings are Interest Rate (updated weekly based on Fannie Mae rates); Monthly Taxes and Insurance (.25% of Sales Price); Closing Costs (5% of Sales Price); and Debt Ratios (28% / 36%). You may change the interest rate using the "Configured Custom Interest Rate" procedure in your Home Affordability Quick Start Guide but will need to contact your Arch representative to change any of the other items. If you desire a completely customized survey (fee may apply) contact your Arch rep. *

please write to [belinda at belinda@archtelecom.com](mailto:belinda@archtelecom.com)

In this issue: How to Write Effective Ads, Customer Profile:
Angela Downes, MasterMind Teleconferences
Phone Number/Name & Address Match Update, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

HOW TO WRITE EFFECTIVE AND COMPELLING ADS THAT MAKE YOU MONEY: Seven Keys to Powerful Advertising

IVR systems, contact managers, web pages--at times it can be frighteningly difficult to keep up with all of the technology being used in your industry. But being creative with technology pays off. The companies and individuals maximizing their payoff are the ones who have learned to effectively combine technology with innovative marketing. But with so much opportunity in today's economy, competition is everywhere. To repeat successes you have to constantly innovate and create. If you don't you'll fall victim to the classic "me-too" strategy of simply copying your competition. This strategy is sure to deliver average results as it will, by definition, lump your marketing into the law of averages.

It isn't difficult to innovate your marketing. It doesn't require you to write like Hemingway or have the creativity of Picasso. There are strategic guidelines that we will present in this newsletter to assist you. After all, marketing is simply selling in print. The number one rule in marketing is TRACK. Tracking your response gives you the information you need to repeat the winners and eliminate the losers. Marketing without tracking is like driving with a blindfold. You may get away with it for a while, but eventually you'll crash.

The Headline

The headline does one thing: it serves as a catalyst for the prospect to read the second line of your ad. The key to accomplishing this task for headline to answer the prospect's question, "What's in it for me?" Your headline should be clear and direct, and "speak" a specific benefit to your target audience. There are two good formulas to serve as a foundation to arouse the "What's in it for me" emotion. There are "How to Get a Specific Benefit" or "How to Avoid a Specific Problem." For example, take a look at these two actual headlines;

1. How a First Time Homebuyer Can Obtain A Loan of \$100,000.
2. When should your family get a loan?

The first headline was more successful since it offered a clear benefit to a specific market.

The Copy

Once your headline compels the prospect to read the rest of your ad you must keep them reading by providing clear and specific benefits throughout the ad. Focus on the prospect, not you. A common mistake is mentioning your name or company name over and over. The prospect only cares about themselves or their business—not you or yours. Your benefit should try to incorporate an offer that is

unique—remember that this offer just needs to be unique to the prospect, not to you. One powerful strategy for accomplishing this is to follow the model "Problem, Solution, Confirmation" with special focus on "Solution." Arouse emotion and people will respond. For example, if you were trying to sell a new product called Kicked-Up kitty litter your copy may read, "I was frightfully appalled to overhear my dinner guests joking about the 'ode to kitty' potpourri scent. Then I switched to Kicked-Up kitty litter and have completely eliminated those embarrassing odors. Now I can be confident that my guests will snicker no more." In this example, a problem was created, solved and the solution was confirmed.

Types of Advertising

There are two types of advertising; direct response and image building. Responsive ads use strong call to actions that command the prospect to respond if they meet certain qualifying criteria (i.e. in our headline example the target was "first time homebuyers" with a qualifier of "\$100,000" loan). Image building or promotional ads are designed to create "brands". These types of ads typically do not net the return on investment of response ads but over time they have tremendous residual value. The caveat is that promotional ads require deep pockets to build the brand whereas response ads pay for themselves immediately.

Studies show that when an 800 number is placed in an ad that the prospect is five times more likely to call it than a direct local number. Additionally, if the 800 number allows the prospect to receive information 24 hours a day, the information is recorded so the prospect does not have to initially talk to a live sales agent then the prospect is three times more likely to call the ad than not. That's why 800 IVR systems are so effective... they combine the benefits of both for maximum response.

There are keys to follow when you advertise your 800 IVR number. You must convey to the prospect that by calling the number they will receive free, recorded information, 24 hours a day. Offer a strong call to action next to the number. For example for a home sale you may say, "Reduced! Call 24 Hours to receive this price reduction." Other types of calls to actions are to require a response by a certain date to receive a premium or a promotion. Don't underestimate the power of a postscript. Studies show that many prospects read the headline, then the postscript first to see if the ad is of interest to them.

(continued on page 2)

customer Profile

Angela Downes

REALTOR, Diamond Circle Member with



Serving the Birmingham Area over 30 years

How I Achieved Success as a New Agent with Arch Powerline by Angela Downes



Tracking Advertising = Saving Money

When I was six months into the real estate business, I was constantly thinking that there had to be a way to "track" all of the money I was spending on marketing, direct mail campaigns as well as increasing internet traffic. I just knew there had to be a system that could do this. In December of 1997, I was introduced to Arch Telecom. I knew immediately that an IVR system was exactly what I had been thinking about for the past three months. I did some research and found that Arch offered the most for what I was trying to accomplish.

Advertising with Powerline Delivers Leads

At the time I got Powerline, I only had 4 listings, but when I got everything set up, I began to watch the miracles happen. In fact, it was Christmas day when I got my first Powerline call. I can remember it like it was yesterday, and I think my family can too, as I went around the house showing everyone my pager as it was going off, grinning from ear to ear – I had my first call capture from the internet on one of my listings. From that time forward, the system has been outstanding.

I use my Powerline 800# for everything. Anything I send out in the mail, correspondence, business cards, you name it, has my 800# on it. I want to be able to call capture all of my calls. It has been a great budgetary source for me as I know exactly what mail piece works and what doesn't; if my pager doesn't go off, then I know the piece wasn't right and I can go back to the drawing board. I know exactly what print advertising works and what doesn't. It certainly helped me trim back my outgoing costs entering into my first full year of being a Realtor because I could "track" all of my calls and the source from where they came. It has helped me focus on the dollar producing activities and maintain time-management.

Making Money, Setting Goals & Referrals

In my first full year of using the system, I had \$3 million of production directly related to my Powerline 800# and I could

tell my manager exactly where my listings and sales were coming from, which, in turn, helped me set my goals for the following year. The next year I had over \$5 million of production coming directly from my Powerline 800# as well as an increasing amount of production coming from past Powerline 800# clients referring me to new clients. And the pace continues.

Continuing the Success

I use my 800# on listing interviews and presentations, cable TV advertising, print advertising, and for all my marketing campaigns. The system is fantastic because of its flexibility and its ease of use. It can accommodate all work styles and methods. If anything, it makes great business sense because you can tangibly see where all of your marketing dollars are being spent. If you are new in the real estate business, the system is a great way to build up your database because the system is creating leads for you, and, as we all know, this is a numbers game as well as a contact sport. What better way than to let people tell you they want to be contacted. *

Know Your Target

No matter how powerful your headline, how compelling your copy, if your marketing is not presented to the right target audience you will not get results. This is true with direct response marketing and image marketing. If I sent a direct response letter to sell my kitty litter to non-cat owners, I have no chance of making a sale. If I attempt to build my image as a "seller of million dollar homes" in lower income neighborhoods, I won't create a brand. The reality is that the list of the audience is just as important as your headline.

Ads that clearly define a target will receive a higher response (and of higher quality) than shotgun ads that try not to exclude anybody. The reason is because if you market to the target you will create the impression you are talking specifically to them. If you market to everybody-than nobody will get the impression you are talking to them. Keys here are to choose the right publications (i.e. don't market technical services in the Life-styles section of your newspaper) and send the right messages (voice or print) to the right database.

During a recent teleconference call one of our customers made one of the most intelligent statements with regards to effective marketing: money doesn't grow on trees; it grows on databases. If you don't have a database, build one. Because once you have built a database, you'll have an endless supply of highly targeted prospects to market to. *

continued from p.1

EXCLUSIVE OFFER: Invitation for Free Admission to the Arch MasterMind Teleconferences

Next Conference: April 27th, 12:00 P.M.

The MasterMind teleconferences are monthly telephone meetings of highly successful professionals and mega-producers that reveal their strategies and secrets of success. Any Arch customer is invited to attend the teleconferences and there is no admission fee. The last Mega-Producer Mastermind Teleconference was hosted by Stuart Sutton and was a huge success. The panel included some of the nation's top real estate agents: Galand Haas RE/MAX of Eugene; OR, Linda McKissack, Keller Williams of Denton, TX; Ron Campbell, ERA of Ingles/Campbell of Albuquerque, NM, Judi Wolfson, RE/MAX of Southampton, PA; and Elaine Schriber RE/MAX. The consensus of that conference was that Powerline is the cornerstone of their business because it has empowered them to run a more efficient business, eliminate prospecting, leverage their time, decrease their expenses and most importantly it dramatically increase profits.

Some secret strategies revealed included:

- How to turn brochures into money machines
- How to ignite lead explosions with Powerline on the web
- The listing presentation your competition can't touch and sellers can't resist.
- The phrase that will get the attention of more hot prospects and cut your callbacks in half
- One easy technique to double-ending more transactions
- The secret to get sellers to agree to a price reduction
- The secret to satisfying more buyers and sellers
- iProCenter, formerly You Times 2 Productivity Center
- and much more!

Register for the next FREE Mastermind Teleconference by calling the 24 hour hotline 800-882-2901 conference code 2. The teleconference will be hosted by Real Estate's #1 marketing authority, Rand Smith. The panelists expected to participate include Galand Haas, Stuart Sutton, Randy Keys, Bob Andrews, Penny McLaughlin, Ron Cambell, Linda McKissack and Judi Wolfson. The theme of this conference is "Tapping the Power of the Internet."

Discussion Topics will include:

- How one simple little secret will get your website to the top of the search engines list--every time!
- Three easy and inexpensive systems that every top agent is using to make loads of money.
- How you can get FREE email, a customized website and even get the hottest most effective online tool ever created: an auto-response system.

Don't miss this opportunity to grow your business. It's FREE. All you will pay are the toll charges if you call from outside the area. Call 800-390-6223 ext. 3090 for more information. Audio tapes of the past teleconferences are available for \$5. If you would like one, please request one by calling your Arch rep, faxing 800-882-0945 or emailing barbara@archtelecom.com with your account number and the subject "Mastermind Audio." *

Getting billed for mysterious calls to your Arch number?

Your 800 number is nationwide and anyone can call it from anywhere, even by mistake. While you are responsible for all call charges to your number, including wrong numbers, you can prevent wrong number charges for the most part by "blocking" area codes. This will prevent anyone from area codes you specify from connecting to your line. Contact an Arch rep for assistance in blocking.

SPECIAL ANNOUNCEMENT

Arch Telecom Enhances Name and Address List Match.

In an effort to better fulfill the needs of our customers, we have contracted a new database company to provide name and address demographics. The change in service will take place April 1, 2000 and was made in response to Powerline customer requests for more accurate database demographics for direct mail and telephone follow up. The changes that customers will see will include more telephone/name & address matches, higher accuracy of demographic information provided, and results will be delivered "near real-time,"—within about fifteen minutes of the immediate posting of call notification.

Powerline customers have always reported that real-timeliness of lead notification is essential to possess a competitive advantage and that it has also made a powerful graphic listing presentation. With respect to the number of requests to continually improve the accuracy of the demographics provided, we found it necessary to hire a new list match company with more sophisticated resources that can provide better list match results. However, Arch incurs significant cost to utilize these resources. Therefore, after providing the new list match service for a four month introductory period free of charge, the name/address matches will be offered as an optional service to be billed to the Arch customer at seven cents per match (incomplete matches will not be billed) beginning August 1, 2000. The list match charge will be a "pass-through charge" and no profit will be gained by Arch. After four months, customers should be able to determine the reliability and accuracy of the new list match service and decide whether to accept or reject the now optional service and related charges. If at any time you should decide you do not wish to continue the optional service after the four month free trial period, please notify an Arch representative by phone, fax, or email. Please consider that there will be circumstances where it is not possible to produce list matches, such as when prospects call from some cell phones or business phones with multiple trunk lines. On the other hand, Powerline call capture technology can provide you with unlisted information since the caller relinquishes unlisted status by calling your 800#. If you have any questions with regard to the list match service change, please feel free to call customer service at 800-882-9155 or email support@archtelecom.com. Overall, we are confident that the new service will greatly increase the amount of and accuracy of the information provided and that customers will be most satisfied with the results. *