

arch

Competitive Advantages through
Innovative Marketing & Technology

PRSR STD
U.S. POSTAGE
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Ask? Belinda

Frequency for Automated
Mail Fulfillment mailings,
Understanding Source
Digits

Dear Belinda,
I am using the Automated Mail Fulfillment Service and have two questions on the program. First, how often is my mail sent out? Secondly, how do I know who you are sending the mailers to?

Sincerely,
Mailing in Medford

Dear M in M,
Good questions. Mail for those taking advantage of our Mail Fulfillment Service drops three times per week. Now to find out who we are sending mailers to you simply need to pull a call detail report and select the Name and Address column. If there is a complete address, we send a mail piece on your behalf. Calls that are sent a mail piece can also be found on your statement; calls that are successfully matched with a name and address are notated on your bill with an exclamation mark.

Dear Belinda,
I am confused about how the "source digit" works on my Powerline system and how it benefits me. Please explain?

Regards,
Confused in Cleveland

Dear Confused,
A source digit is a feature that is designed to allow you to track advertising sources. It is one digit (0-9) that is placed at the end of your 3-digit extension (for 3-digit systems) for tracking. You do not use this source digit when creating your recording for an extension in the system. It is placed in advertising only.

For example, let's say I have a home that I am going to advertise with extension 400 in three places: sign rider, homes magazine and the newspaper. First I need to decide what source digits to use. I will use a 1 for sign riders, a 2 for homes magazines and a 3 for the newspaper. Now that I know what each source digit will be used for I know what code to advertise. My sign rider for this home will be 4001, I will use 4002 in the magazine ad and 4003 in the newspaper ad. My next property advertised in the same three media would be 4011 on the sign rider, 4012 for the magazine ad and 4013 for the newspaper. Callers entering any of these three codes would be directed to the recording for 400 but you will be notified with all 4 digits so you know the "source" the caller is responding from.

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

In this issue: Preparing a FSBO Marketing and Finance Kit,
Customer Profile: Tom Choquette, E-billing,
Faxmail, Mastermind Teleconference CDs, Ask
Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

Real Estate - In the exclusive offers section find out how you can add "faxmail", a free (optional) feature of your Powerline™ system that enables your 800 number to receive incoming faxes and make those faxes available via email (a time saving benefit for on the go agents). You may also request any past mastermind teleconferences you may have missed, now available on CD-ROM.

Mortgage - Learn how to prepare a complete For Sale By Owner (FSBO) marketing and finance kit developed by one of the top fifty originators in the country. Read the latest Realtor® and consumer direct marketing techniques developed by Directors Mortgage's VP of Marketing Tom Choquette.

Proper Preparation Is Key To Building A Successful And Lucrative FSBO Marketing Plan

For Sale By Owners (FSBO) can be a very lucrative market for originators (for the real estate version of this technique visit our website www.archtelecom.com/FSBO). Yet many firms let this resource go untapped. Why? Typically it's because most originators aren't sure of how to put a complete and effective FSBO Marketing Plan into place. Well, here's how you can!

First, understand your prospect's behavior: most FSBO's are type B and fall into the cautious thinker personality. The cautious thinker desires security and control and often works in fields of exactness (accounting/engineering). When you initially approach your FSBO prospect you must build their confidence by backing your plan with documentation. So be organized and succinct.

Originators have a strategic advantage over REALTORS® in the FSBO marketplace. FSBO's aren't as hesitant to participate in a marketing venture with an originator because they do not perceive the originator as someone who will cost them money, but rather a partner in closing the deal.

So take advantage of these perceptions, develop a complete FSBO Finance and Marketing Kit prior to meeting with your

prospects and prepare clear and compelling reasons why the FSBO should work with you versus going at it alone.

Preparing A Complete FSBO Finance And Marketing Kit

For space conservation, the pre-written prospect letters, sales dialogue, FSBO agreement, example brochures and flyers are available via our website www.archtelecom.com/FSBO.

Prospective Phase

- Mail a FSBO prospect letter: introduce yourself, your plan and the benefits. Remember these are cautious thinker types and should be approached accordingly; so be specific, don't overstate or overpromise. For example, one of the big benefits is that you will save them time by screening out unqualified buyers; but don't suggest that your techniques will sell their home for them without their participation.
- Follow Up Phone Call: Simply what to say to your prospect after they have received your mailing. The goal should be to set an appointment, not have them agree to the venture.

Prepare Prior To Initial Meeting

- FSBO Agreement: While not a binding document, it emotionally consummates the agreement, states the services you will provide, discloses terms, defines ownership of the sales materials (you certainly don't want to do all the work only to have the FSBO terminate the agreement and keep all your marketing work) and any costs or limits associated with the program.
- Document that details your program's offerings: this flyer should detail exactly what you are providing; explain the Powerline™ program and how this system will give the buyers more accessibility so that the highest possible selling price can be achieved.
- Sample property brochure: always keep a sample; remember FSBO's will respond more favorably if you show them exactly what you will be providing. The (cont. on page 3)

customer profile

DIRECTORS
Mortgage Inc.

Tom Choquette



Tom Choquette serves as the VP of Marketing for Directors Mortgage in Lake Oswego, OR. While he has never been a loan officer himself, he is in charge of putting together advertising and marketing ideas on behalf of the company as well as for the twenty-three individual loan officers currently working at Directors Mortgage. Tom started using Arch's services about a year ago and currently uses both the Home Affordability Line and Powerline services.

Though Tom has not tracked direct income from the use of Arch systems, he finds that irrelevant. "Indirectly, Powerline and HAL have had a great impact on our ability to approach REALTORS® and bring them something of value that others aren't doing.

We try to put as many arrows in our quiver as possible. The services we are offering are something that REALTORS® like and appreciate and strengthens the relationship we have with them."

So how exactly are the loan officers using these services? Let's look first at their Home Affordability Lines.

Each of the loan officers using HAL run ads primarily in real estate magazines. They have experimented with ads in the homes section of the Oregonian newspaper as well but magazines account for the majority of advertising. A half or full-page ad is usually run. The ad closely follows Arch's sample ad copy with a background picture of the nearby landmark Mount Hood to give it a local flavor. The ad conveys to the reader that this is a "FREE service that allows you to determine the price range of homes you can afford." It also emphasizes the service is automated, confidential, available 24 hours per day and only takes only 2 minutes to complete. The ad also informs the reader what type of information to have prepared before calling in.

Director's Mortgage also has a corporate HAL (not for any one particular loan officer) that Tom monitors. In addition to

the same print advertising as the individual loan officers, their corporate HAL is promoted on a Showcase of Homes show on television. They are the sole sponsor of the show and have a number of spots that run throughout.

Leads that are generated by these HAL systems are reviewed online daily and followed up on as if the results given in the system were incomplete since the outputs cannot cover the full spectrum of programs available to them. This gives the loan officer a great reason to call these loan prospects back and let them know "despite what my Home Affordability Line told you, I might be able to get you qualified for an even nicer home." So, in other words, they have good news for them.

The leads are prequalified, evaluated as a loan candidate and then are referred on to a REALTOR® partner as long as they are not already working with one.

As for their use of Powerline, Tom's loan officers are very hands-on when dealing with agents and listings - very turnkey. They take signs out to homes and put them up themselves to be sure it is done and also so they can coordinate when to have the recordings done. The recordings for the listings are all done in-house so as not to give too much power to the agents.

Participating agents, of course, utilize the toll-free number in their own homes

advertising as well. Then, just like HAL leads, the loan officer makes the initial follow-up, prequalifies the prospect and passes the qualified prospects on to the respective agent.

So no matter what the service, Directors Mortgage is providing a win-win situation to all - Prequalification to the prospect, a prequalified real estate prospect for the REALTORS® and a loan prospect for themselves.

Quarterly Contest Winner: Lisa Kelley is our quarterly winner of a \$250 American Express gift certificate. Put *your* name in the proverbial hat by calling your representative with a referral. You will be entered in our drawing and will also be eligible to reduce your per minute rate by \$.02 or receive a \$50 certificate to be used towards your Arch bill! So call today.

"We try to put as many arrows in our quiver as possible."

Arch Telecom - Exclusive Offers

Forget fax machines... Try Faxmail for free!

Add this service today and never have to rely on your tired old fax machine again to receive faxes. Faxmail enables you to use your toll-free number to receive faxes in addition to its normal operation (i.e. connecting to your Powerline or voice mail). All calls are recognized as either a regular phone call or an incoming fax and directed accordingly. Received faxes are then forwarded to an email address(es) of your choice. The service is absolutely free to activate and you pay only for call charges while faxes are being received. Contact Customer Support to have this service activated today! 🌟

Reduce Your Paper Clutter... Receive your Statement via Email with E-Billing!

Arch continues to look for ways to improve our systems and products while simplifying and streamlining things for you - our customer.

Beginning with the May 31st statement, Arch customers will have the option of receiving their monthly statements by email. This new E-Billing program allows you and Arch both the opportunity to reduce your paper clutter and to do our part to be environmentally friendly, saving a tree or two along the way.

To sign-up to the E-billing program, please visit the What's New link on our Website or contact Customer Support at support@archtelecom.com or at 800-882-9155. 🌟

Teleconferences available on CD

Share in the secrets of the successful! We have several of our past teleconferences available now on CD. Contact Arch to request yours today. CDs are \$5.00 per CD. Costs cover shipping and handling.

Don't miss out on this great opportunity to learn from some of the most successful agents and originators in the country. The following CD's are currently available:

- **Linda Mckissack**
Make Powerline the Cornerstone of Your Business!
- **Greg Frost**
Cross Selling Mastery and Consumer Direct Marketing Strategies with bonus teleconference featuring Penny McLaughlin
Call Capture Strategies for Real Estate
- **Brian Sacks**
Turbocharge Your Consumer Direct Marketing

Tapes available (Limited Quantities)

We also have a limited selection of cassette tapes featuring past mastermind sessions. The following sessions are currently available on cassette tape:

- Secrets for Successful Direct Response Marketing
Featuring Karen Deis
- Keys to Successful Marketing
- Tap the Power of the Internet
- Website Secrets
- Internet Strategies for Mortgage Professionals

FSBO Package (cont.)

brochures should include information such as a list of amenities, floor plan, tax rates and assessments, schools, churches, financing options and area map (it should be available via fax-on-demand from your Powerline™ system).

• Sample Competitive Marketing Analysis (CMA): there's two easy ways to accomplish this. One, partner with a REALTOR® or secondly use the internet as a resource. Sites such as www.smarthomebuy.com or www.ushomevalue.com provide comparables for most homes for a nominal fee. Comparables should be close in age, style, size, condition, location and terms for sale.

• Sample Sign Rider: bring along a sample; it puts the FSBO at ease because you can visualize exactly what you will be doing.

• Network of Professional Referrals: A list that you can show them with professionals in the industry that the FSBO may need to use during the selling process. Real Estate attorneys, inspectors, appraisers, landscapers, painters, handymen, and REALTORS®.

Team With A REALTOR®!

If your FSBO does not sell their home in the first 90 days, and after you've established rapport with the FSBO, you should introduce the idea that it may behoove the FSBO to hire professional representation. This is a real win for your REALTOR® associate because now you've generated a listing opportunity that they would most likely not have been able to obtain themselves.

The Powerline™ system generates a significant volume of homebuyer prospects. Maintaining control of these prospects is important, but after you have prequalified them, you should refer them to your REALTOR® associates as they are now valuable resources. Additionally about 30% of these prospective homebuyers will also have a home to sell. Since most of these prospects have been identified in the early stages of the home buying process, they will not have representation. It is a true benefit for you to refer them to a quality agent.

This is where synergy really pays off as you will be referring high quality homebuyers to your REALTOR® associates and they will reciprocate by referring their prospective clients to you. 🌟