

arch

Competitive Advantages through
Innovative Marketing & Technology

PRSR STD
U.S. POSTAGE
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PERMIT NO. 964

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Ask? Belinda

**Voice Broadcast, Email/
Pager Notification,
Refinance Line**

Dear Belinda,
I was considering investing in the Voice Broadcast system. If and when I decide to purchase, what number should I call now that the service was sold?

Sincerely,
Interested in Iowa

Dear Interested
Although Marketouch Media has acquired the Voice and Fax Broadcast data platforms, Arch continues to be an authorized seller of both services. So when you decide to purchase or if you would like additional information on broadcasting services, call an Arch representative at 800-784-1668.

Dear Belinda,
We have several agents in our office using a one mailbox Powerline system. We would all like to be notified when our listings are accessed. Is this possible?

Please Help,
Sharing in Shreveport

Dear Sharing
Yes you can. Where Arch once could only notify a maximum of two users per system, we can now notify an unlimited number of users for a given mailbox. However, this unlimited notification is only available if you are using Email Text Paging/Messaging to a cellular phone or a regular email address. Notifications to actual pagers remain at a limit of two. Keep in mind that the unlimited notifications will email the call information for all listing accesses to all users; in other words, the notification is not listing specific. Separate notification for your different users still requires the purchase of additional mailboxes.

Dear Belinda,
Given the recent boom in refinance business, I have been heavily promoting my Refinance Line. The last result given to callers is a Total Savings/Total Loss. Even though the caller will have lower payments, the net result is a Total Loss. I would rather not "spook" my prospect with that figure. What can we do?

Yours Truly,
The Broker in Baltimore

Dear Broker,
Simply give our Customer Support a call. We can have the Total Savings/Total Loss figure left off of the verbal results that the prospect is given thus eliminating the problem. *

please write to belinda at belinda@archtelecom.com

In this issue: Sale of Voice/Fax Broadcast, Greg Frost Exclusive Offer, Follow-up Management Services, Customer Profile: Penny McLaughlin, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

In this issue of Arch Solutions, we discuss the sale of voice and fax broadcast services, announce an extraordinary opportunity involving Greg Frost for those in the mortgage industry and revisit the Follow-up Management services introduced this Spring. We profile Penny McLaughlin, focusing on many of the methods and approaches she has used to double her real estate business with Powerline.

Arch Telecom, Inc announces the sale of the Voice Broadcast and Fax Broadcast product lines to Marketouch Media, Inc.

On Saturday, June 1, 2002, Arch Telecom announced the sale of our Voice Broadcast and Fax Broadcast product lines to Marketouch Media, Inc.

About Marketouch Media, Inc.

Marketouch Media (also doing business as Arch Broadcasting) was formed in early 2002 by a team of Arch Telecom senior managers in partnership with new executives from mass media backgrounds to develop and market innovative telemarketing solutions for large marketing campaigns. Marketouch products and services will build on the Voice Broadcast product line acquired from Arch. You can find out more about these products at this website: www.archbroadcasting.com.

Ongoing service for current customers

Marketouch acquired the Voice and Fax Broadcast telecom and data platforms formerly used by Arch to ensure that service continues to work uninterrupted with the same features and reliability customers currently have. We have attempted to make the transition from Arch to Marketouch as seamless as possible.

Arch Telecom continues to provide all other ongoing services (such as Powerline, Marketing Edge or Enhanced 800). If you have immediate questions we can answer, please call customer service at 800-882-9155 for more information.

Customers needing to access Online Reports, please go to http://www.archbroadcasting.com/online_reports/default.htm and select the desired report. Those that have bookmarked the previous Voice or Fax Broadcast report pages should re-bookmark the new pages.

For more information about Voice and Fax Broadcast products

Current Arch customers that do not yet have Voice or Fax Broadcast but wish to find out more about them, Arch Telecom remains an authorized seller for these products. Please visit www.archbroadcasting.com, or call Steve Cortez, Sales Vice President at 800-784-1668 for additional information.

Follow-up Management Services

Arch customers continue to sign up to our Follow-up Management services introduced in the spring in order to make the follow-up process more efficient. These services are: Automated Mail Fulfillment, Automated Voice Broadcast, Post Home-Viewing Survey as well as Fax Mail. For those not familiar with these services,

Automated Mail Fulfillment: Send a personalized mail piece to every Powerline lead that Arch can capture a name and address for. Select from six pre-produced self mailers and five pre-produced letters or create your own letter and Arch will personalize and mail the piece for you, without you ever touching an envelope.
Costs: Free setup, \$10 monthly service fee and \$.75 per mail piece.

Automated Voice Broadcast: Leave a personal message on the answering machine of each and every lead generated by your Powerline system. Record the message you want your prospects to hear one time and our system does the rest. Your message will be delivered the following day.
Costs: Free setup, \$10 monthly service fee; \$.15/min for airtime. (cont. on page 3)

customer **Profile**

Penny McLaughlin



We recently sat down with Penny McLaughlin to discuss her business and use of the Powerline system. Penny is a \$30 - 40 million producer and the top agent in the Bainbridge Island area, just outside of Seattle, closing 100 transactions a year. Without question, Penny credits her Powerline for getting her to this level of production; it is her single most powerful business tool and it has literally doubled her business. We asked Penny to expand on certain ingredients to her success.

One particular statement during our discussion with Penny speaks volumes as to what keeps her at the top of her market, "If all the other agents are going right, I want to go left." She strives to be unique to her competition. Two key areas discussed that are focused on in this profile are Advertising and Report Tracking.

Advertising

Absolutely all of Penny's advertising goes thru her Powerline number. While she is required to have a direct number in her ad, it is very small. Penny is a huge proponent of testing and tracking advertising. She can tell you exactly which media performs well for her and which do not; which ad components work and which do not, etc. For instance, after testing and tracking various sources, Penny has narrowed her core publication advertising to a couple of different newspapers and a Homes and Land Magazine.

The ads she places are all similar - short with minimal copy such as "Bainbridge Island Waterfront." In all advertising, she *only* includes the number of BR/BA if it is *more* than the area's average which is 3BR/2BA. One item that Penny does include is the home's price. She has tried it both ways and found that prospects are often upset if the price is not included in the ad. There are varying schools of thought on the use of price; but for Penny, she feels that the quality of the calls when the price is added outweighs the amount of leads lost if the ad did not include price.

One common ad medium conspicuously absent from Penny's advertising plan is Sign Riders. For many Powerline users, sign riders are their top lead generators. Penny used to utilize sign riders but no longer does, partially due to a local sign ordinance. Penny instead uses brochure boxes on her sign posts. In fact, these boxes have emerged as her #1 advertising source, accounting for close to 35% of her incoming leads.

According to Penny, she places two flyer boxes on each sign post, "The first flyer contains very few words; I instead place several pictures of the inside of the house, backyard, etc. that

they can't see from driving by. Like my ads, I don't put too much information because I want them to call. The back contains one line ads for each of my other properties. The second flyer box has my home guide which contains pictures of other properties and gives three line descriptions."

Another benefit to the flyer boxes is the number of calls from neighbors in the area curious to hear how the system works or to hear about the home. These people are, of course, called back and while *they* may not be interested, they are always asked if they know of anyone else that may be.

Report Tracking

Penny's team takes full advantage of the reporting and tracking capabilities of Powerline. The benefits of reporting are twofold. One, it allows her to make informed decisions regarding advertising based on real numbers. Two, certain reports are quite useful in dealing with clients.

Recently, Penny and her team noticed a dramatic decrease in their call volume from a particular paper. They had not made any changes with their ad template they use so they could not figure out what accounted for the decrease. They went to their personal coach for advice; he immediately noticed that something was missing. Penny's ads always contain a reversed out box containing the following, "Simply dial the 800 number and enter the code number." Apparently the newspaper had mistakenly dropped this out of the ad. Penny and her team, so used to seeing their own ads, simply did not notice that it had been dropped. If Penny did not track her advertising, there is no telling how long this would have went on. Another lesson here is the importance of giving your reader direction. Make it absolutely clear how to get the information. Tell them exactly what to do. That one short missing phrase made all the difference. Since it was put back in, calls have went right back to their previous level.

Reporting plays a big role in closing her listing presentations as well. With the Call Summary by Hour, Penny can show the seller in black and white that more calls come in between 6pm and 10pm than any other time of the day. "With my system, the prospect gets information; with the traditional agent they get voice mail. Sellers understand that; they work.. they do their shopping after 6pm too." Why do people shop after 6pm? "Well its just like looking for a car; when the car lot closes the buyers come out. People don't want to go to a salesman. People just want to look around first, and when they are ready, I'm there." ❀

Visit the What's New section of the Arch website at www.archtelecom.com to hear the discussion in its entirety. In addition to the topics above, Penny discusses Just Sold cards, listing presentations, price reductions, follow-up, even her unique sponsorship of a moving van plus much much more.

Arch Telecom/Greg Frost - Exclusive Offer

Arch wants to send Greg Frost to your office for a day's worth of training.. at no charge to you!

Greg Frost has been the #1 residential mortgage lender in New Mexico since 1985. Last year, he was noted in Mortgage Originator Magazine as the 4th leading residential lender in the United States and was again in the Top 10 at the 8th spot in this year's list.



As one of the leading mortgage bankers in the country, Greg is a highly sought after speaker and motivational sales trainer. He has authored 3 training manuals and has produced several loan officer training systems.

Expertise such as this is why Arch is thrilled to announce that we have entered into an exclusive agreement with Greg; providing a very special opportunity to Mortgage Brokers. A \$5000 investment will deliver the Powerline lead generation system for up to 50 loan officers and as a special bonus, Arch will fly Greg to your office for your own on-site consultation (a \$3000 value alone).



Greg's one-day consultation usually begins with a 3 hour presentation of his cross-selling strategies to the listing agent, selling agent, borrower, co-borrower office influence groups, HR managers, home seller, sales managers, etc... He also covers targeting listing prospects and targeting top producing Realtors.

This is followed by a 1-2 hour Loan Officer implementation strategy session where each LO is challenged to identify the two strategies that they plan to implement. Greg then discusses key points he has learned in implementing these particular strategies. During this time, Greg speaks individually to each LO's two ideas.

Greg then breaks out with your Sales Manager(s) to discuss bringing value to the sales meetings. Finally, Greg spends the remainder of the day with management in a free exchange of ideas.

Take advantage of this intriguing offer now by contacting an Arch representative today at 800-882-9155 for more information or to sign-up. For more information about Greg's training systems and seminar schedule go to www.gregfrost.com. ❀

Follow-up Management Services (cont.)

Post Home-Viewing Survey: Capture the vital opinions of Open House visitors with this no-pressure automated survey, complete with an Arch sponsored incentive - a \$500 American Express certificate. Real Estate Professionals, Mortgage Professionals and Builders alike can all capitalize on this information gathering tool.

Costs: Free setup, \$10 monthly service fee; \$1 per completed survey.

Fax Mail: No more debating on where to have that contract sent. No more loading paper in the fax machine. Your Powerline toll-free number can now double as a fax number too. With this service added, the system will recognize an incoming call as being a live person or a fax machine. If the system detects a fax machine, it will receive the incoming fax and immediately forward the fax image to an email address that you provide.

Costs: Free setup, airtime billed at mailbox rate plan.

Contact an Arch representative at (800) 882-9155 or visit http://www.archtelecom.com/Product_Showcase/product_showcase.htm for more information on these services. ❀

Quarterly Contest Winner: Carole Jones 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!

Remember, these rate reductions are in addition to our existing scaled discount that we give for every customer. Scale discounts are decreasing our average client's per minute rate by over 10% and when combined with the referral offer you can save 20 to 60%! So call today.