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Competitive Advantages through
Innovative Marketing & Technology

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Ask? Belinda
Powerline Marketing, Do
Not Call Groups

Dear Belinda,
I'm relatively new to real estate and have purchased Powerline to generate leads. I have no listings and just don't know where to start in regards to advertising. Any suggestions?

Sincerely, Confused in California

Dear Confused,

I would suggest you start by doing two things. First, approach other agents in your office or builders in your area and ask permission to advertise their properties. Explain how this will be mutually beneficial to the agent/builder as well as yourself. They will receive free exposure for their clients' properties while you will generate the buyer leads from those properties.

Next, begin doing some direct response marketing. Because Arch provides several report templates on the diskette in your package, this is a marketing approach that requires little setup on your part and is generally inexpensive to get started. Advertise a report in a classified ad, display ad, postcard, on



a newsletter you send to past clients or anywhere that you are currently advertising.

Dear Belinda,
I have your Voice Broadcast service and have a list of numbers that have requested not to be called. Is there a way to make sure these numbers are not called without going into every one of my groups to delete the numbers? I have many groups and doing this would be quite time consuming.

Sincerely, Lazy in Lansing

Dear Lazy,
Not to worry, we have an easy solution to your dilemma and it's called a Do Not Call (DNC) list. You create a file containing all the numbers that should not be called. A DNC list (group) is loaded in the same manner as any other group. The DNC list, however, should be assigned a specific group number - **366682255**. Any phone number found in any of your broadcast groups that also happens to be in your DNC list will not be attempted by our system.

Because there is one specific number for a DNC group, adding phone numbers to your DNC group requires that you maintain your own DNC group outside of our system and that you resend the entire list each time it is to be updated. *

please write to belinda at belinda@archtelecom.com

In this issue: New Arch Services, Customer Profile: Anna Buckey - Irwin Mortgage, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom



At Arch we like to think of ourselves as your partner, providing you with tools to enhance your professional life. We know that all professionals seek to get the most out of their business; leveraging time more efficiently, providing better service to their customers, and of course making more money. In seeking ways we can help you, we periodically survey current and former customers for insights. A common thread is that some customers find it difficult to keep up with the number of leads generated, and generally lack time to follow through on other important business building tasks. To address these needs, Arch introduces four new products designed specifically with your time and business building efforts in mind.

We apologize that this issue of Solutions was delayed due to the refinement of these services, however they have now been tested and honed and are ready to roll out to help you meet your business goals. There are no setup fees for any of the services, in some cases there are additional service fees and/or per piece or per minute charges. We think that you'll find these services unique, beneficial, less costly and time consuming than doing them with your in-house staff and an investment that you simply can't afford not to make. Please contact your rep or call Arch directly at (800) 882-9155 to receive a full consultation on these services. You may also go to our website at www.archtelecom.com and click on the link "product showcase" to browse.

Additionally, in this newsletter we spotlight Anna Buckey of Irwin Mortgage who shares with you how her Powerline system has been instrumental to the development of her cooperative relationships with builders, on-site agents and traditional Realtors.

Powerline Automatic Mail Fulfillment Program

This program will send a direct mail piece to every lead that calls into your Powerline IVR system that is fully matched with name and address information.

You have a choice as to the type of mail piece that will be sent. Your message can be delivered via a first class stamped window envelope or a creative self-mailer. Program details for each type of mail piece are as follows:

Self Mailer: Customers opting for the self mailer will select from six pre-produced mailers (three real estate, three mortgage-related) designed by Don Hobbs of Hobbs/Herder Advertising. The self mailers will then be customized with your name, contact information, salutation, logo, accreditations, etc. and mailed to your prospect within 48 hours of the initiating phone call.

Samples of the self mailers can be viewed at:
http://www.archtelecom.com/Product_Showcase/mail_fulfillment

Letter Format: You may also choose from 5 (more to be added) different proven letters created by Arch Telecom. These letters will be placed on a generic letterhead customized with your name, contact information, salutation, signature, accreditations, etc. If you prefer, you may even create your own letter body. It's your choice, with all customization made through our website 24 hours a day. All letters will be sent first class mail in a color coordinated window envelope and, like the self mailers, will be mailed to your prospect within 48 hours of the initiating phone call.

Samples of the Arch Produced Letters and accompanying envelope can be viewed at:
http://www.archtelecom.com/Product_Showcase/mail_fulfillment

To avoid sending repetitive self mailers or letters to like inquiries only 1 piece will be mailed to each specific address from a single mailbox in any 30-day period.

Program Costs (Self Mailer or Letter): No setup fee, \$10 additional monthly service fee, \$0.75 per piece mailed, includes postage, printing, fulfilling and mailing. No additional fees apply.

(cont. on p.3)

customer Profile

i Irwin Mortgage

Anna Buckey



Anna Buckey serves as Irwin Mortgage's Regional Marketing Coordinator for the Atlantic Region. As the Regional Marketing Coordinator, Anna is charged with finding and implementing tools to assist her loan officers in establishing and solidifying business relationships. "Powerline," says Anna, "is not my only tool but it is by far the best tool I have for developing relationships with real estate agents as well as builders."

Realtor Program

Irwin Mortgage has 30 - 35 real estate agents from their market using the Powerline system. While her loan officers select the agents they pursue, Anna assists them in "selling" the agent on the many tools Irwin Mortgage offers their Realtor partners. She also trains participating agents on system use and suggested advertising strategies, such as limiting the amount of information they reveal about a home. Irwin Mortgage provides the service at no cost to the agent, even supplying them with a pager to ensure each is maximizing the service's potential.

Anna has found it absolutely crucial to follow-up and meet with the agents to make sure they are using the system, find out what objections they may be receiving, even brainstorming with them on how they can improve their results. Each agent essentially has a 3-month trial period to utilize the system and, of course, pass business on to the sponsoring loan officer or it is pulled. Interestingly enough, Anna has occasionally found that once it comes time to pull the system from an agent, the agent does not want to lose it and will all of a sudden have business to refer to the loan officer. This illustrates the importance of keeping track of call activity being generated by each agent. After all, the Irwin loan officer is not providing use of the toll-free number to boost the agent's business alone - its success should be beneficial for both parties.

Builder Program

Anna's loan officers also seek out relationships with builders to build business. In many ways, the program is similar to working with agents. Irwin currently works with

about seven builders as well as many on-site agents independently. Builders advertise individual homes just as a Realtor would but Anna encourages them to use it for much more as well. She suggests they use the number as a vehicle for homebuyers to meet the builder, providing background information. She sells this idea by doing her own version of a "listing presentation." She gathers as much information as she can on the builder prior to their initial meeting. She prepares a recording using this information and then during the meeting has the builder call the Powerline extension to listen to the sample recording about themselves. To maximize its effectiveness, Anna stresses the importance of having the actual builder's information on the extension as opposed to a generic sample. "They absolutely love it," Anna says.

Most builders advertise the number primarily by using signs but builders that generate the most response are those that advertise similar to how an agent would. In other words, they place ads in local magazines and newspapers. For those advertising in such publications, Irwin Mortgage pays for a portion of the ads run in return for their logo and company information being included. By participating in the builders' ads and associating the Irwin Mortgage name with some of the market's largest builders, they create top-of-mind-awareness for the company with homebuyers in the market.

Builders also use the Powerline system to advertise new or established subdivisions. A new development, for instance, may simply have a large sign at the entrance for people to call to receive community information. Model homes, when built, provide one of the best outlets for the builder because flyers can be made available with endless information such as: the model home's features, lists of other available homes in the subdivision, how many lots are available, available floorplans, neighborhood and school information, when the subdivision is expected to be built out, etc. ❁

Quarterly Contest Winner: Pat Leahy of Realty Executives, is this quarter's winner of a \$500 American Express gift certificate. Keep those referrals coming as we continue the contest! Call your Arch representative with a referral today at (800) 882-9155. You will be entered in our drawing and will also be eligible to reduce your per minute rate by \$.02 cents or receive a \$50 certificate to be used towards your Arch bill!

New Products & Services (cont.)

Powerline-Voice Broadcast Automated Follow-Up

Arch has designed a service that uses our Voice Broadcast technology to automatically attempt to deliver a recorded message to the answering machines of every unique lead generated by the Powerline system. The service ensures that you promptly follow-up every single person that calls into your Powerline system, even when you don't have the time to make those calls personally. The voice follow up system is a perfect complement to the automatic mail fulfillment program as experience shows that using direct mail in conjunction with voice messaging obtains the best results.

Your voice message goes out the next business day at approximately 10:00 AM after the day the lead call comes in with the exception of weekends. "Day" is defined as the period from midnight to midnight in the time zone of the caller. No allowances are made for holidays. Calls that come in after midnight Thursday (12:00 AM Friday) are processed 10:00 AM the following Monday to ensure the highest rate of answering machine hits.

To avoid sending repetitive calls to like inquiries only 1 call will be placed to each particular phone number from a single mailbox in any 30-day period.

Cost: No setup fee, \$10 additional monthly service fee if you do not have voice broadcast (no service fee if you do), billed at your voice broadcast or mailbox rate¹.

Post Home-Viewing Survey

How often do you hold open houses and find yourself too swamped to keep track of or speak to all of the prospects? Do you wish you had a better way of gathering and documenting honest feedback on property showings? Let Arch eliminate the "busy work" and deliver the information to you with our new Post Home Viewing Survey.

Arch provides you with a flyer, which should be made available at your open house. The flyer invites the buyer prospect to call our special 800 number and complete a brief survey. Why would the prospect want to call, you might ask? Anyone that calls to complete your survey will be entered into a monthly drawing for an American Express gift certificate (at Arch's expense!).

The survey itself consists of a series of standard questions answered by touch-tones and voice. The survey gathers the prospect's opinions on:

1. Home location
2. Physical condition of the home

3. Condition of yard / landscaping
4. General attractiveness of the home
5. Design of the home
6. Asking price of the home
7. Free form question allowing for an open-ended response

Arch transcribes the message, and provides the results to you in a web report. The results automatically include the name and address of the prospect!

We believe this is a great tool for real estate professionals to provide feedback to sellers, negotiate price reductions, and maintain prospect lists for follow-up. Mortgage professionals can offer this service to agents and receive a steady stream of prospects. Builders can even take advantage of the service for their on-site agents.

For a demonstration of the feedback line call 800-260-7888 and enter code number 1017-5586. You may also view the flyer used for the program and actual survey questions at: http://www.archtelecom.com/Product_Showcase/post_view_survey

Cost: No setup fee, \$10 monthly service fee and \$1 per completed survey. No additional fees apply.

IVR Fax Mail

How many times have you found yourself stuck away from the office yet needing to receive an important fax. Whether you are out of the office for the afternoon or out of town on a business trip, wouldn't it be convenient to have one number to give out for incoming faxes, accessible by you anywhere, anytime?

Well now Arch can equip you with that one number. Your Powerline or Arch Voice Mail system can now accept faxes and automatically store them in "fax mail". Here's how it works: Someone calls your toll-free number. Our system recognizes upon connection whether it is a fax machine or a regular call. If it is a fax machine calling, it accepts the fax. If it is a live person, your system performs as it normally would. The caller would notice no difference at all. Received faxes can either be forwarded to an email address or to any standard fax machine.

Cost: No setup fee, airtime associated with receiving and then forwarding the fax (if directed to another fax machine) is billed at your normal per minute rate¹.

¹ Mailbox rates can vary because of our referral program that enables you to save \$0.02 per minute for every referral you provide that activates service on the Arch network. ❁