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Competitive Advantages through
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Bulk Rate
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Ask? Belinda

About "Disconnected"
Phone Numbers and Voice
Broadcast Reporting

Dear Belinda,

On occasion I receive a phone call into my Powerline that when called back, says that the number is disconnected or "no longer in service." Most of the time it is the same phone number. How can that be?

Sincerely, Frustrated in Florida

Dear Frustrated,

The most likely cause for the situation you describe is that people are calling from a cell phone or outward dial only PBX system. While the technology Arch uses to capture and report the phone number does capture every phone record, some phone numbers cannot be called back. For instance, on cell numbers Arch receives the actual cell number for the majority of cellular calls but some carriers only provide Arch a trunk number for calls from their customers, typically as a cost-saving measure. Unfortunately, what this means to you is that there is no way to identify the true caller.

Dear Belinda,

I recently began using the Voice Broadcast service. I request and receive the summary report as I queue my broadcast but I would like to see detailed information about broadcasts. I can't receive it by fax because of the size of my broadcasts.

Signed, Anxious in Anaheim

Dear Anxious,

You can retrieve this information and much more by visiting our Voice Broadcast Call Detail found on our website. Detailed broadcast information may be viewed or downloaded directly to your PC. You can also view broadcast summary charts, group details, even message details.

We strongly recommend that Voice Broadcast users utilize this reporting interface before and after broadcasting. Use it not only for reporting purposes but to check your own work. Make sure you scheduled your broadcast for the right time. Verify that your broadcast did indeed get cancelled. Second guessing if you selected the correct group? You can view the group's contents and the date and time it was last accessed. *

please write to belinda at belinda@archtelecom.com

In this issue: **iSucceed.com, Turn On Your Million Dollar Brain Mortgage Originators Workshop, Ask Belinda, MortgageScholars.com, Customer Profile: Danielle Rowland**

SOLUTIONS

The quarterly newsletter of Arch Telecom

With the New Year upon us it's time to reflect upon our careers, our family life and our spiritual well being. It's our annual rite to set new goals and resolutions. Unfortunately, we'll most likely not keep our New Year's resolutions. Why is that?

As the grind of daily life takes over we lose our momentum. We lose sight of the end result when the hardships of the journey distract us. Well we can still ensure that we gain something if we simply focus on "proactive" goals versus "reactive" ones. For instance, instead of quitting smoking why not initiate an exercise program? By focusing on the starting instead of the stopping we gain any incremental progress that is made.

This year resolve to initiate a positive. Without a doubt one of the best positives you can resolve to improve is to invest in education for your professional well being. When you invest in yourself the dividends pay you for a lifetime. Great things happen when education meets opportunity!

Three great educational positives Arch would like to introduce to you this New Year are iSucceed.com; a real estate educational portal, Karen Deis's "Turn on Your Million Dollar Brain Mortgage Originators Workshop" and MortgageScholars.com.



Wouldn't it be great if you could have access to some of the best minds in real estate on-demand? What if you could have a resource that would share with you some of the top agents' listing presentations, objection handling techniques and motivational mentors? Well iSucceed delivers this and more.

iSucceed.com is an exclusive Real Estate online education site offering instant access to proven success-building tools. iSucceed.com has one focus: to greatly enhance the profitability and ease of your own real estate business.

Month after month, iSucceed brings you exclusive interviews of exactly how the world's top real estate agents are innovating and creating millions of dollars in income. What does that mean to you?

1. *No more expensive trial and error.* iSucceed.com has pulled proven systems from agents in every kind of market so that you'll be assured of finding someone who's been there before and already laid out your step-by-step action plan.

2. *No more wasted time and money on products that just sit on your shelf.*

Instead of searching through books and tapes for one workable idea and then figuring out how to implement it, your membership allows you to simply download the information you need most such as a postcard, a price negotiation script or a sampling of listing presentation kits.

3. *Guaranteed: You'll find at least one great idea at iSucceed.* Apply that one idea and close just one more transaction as a result and you've paid your iSucceed membership for 175 months.

Membership benefits include:

- *Top agents reveal, print-and-profit reproducible letters, scripts and dialogues.
- *Unlimited, step-by-step, money making, weekly 5 - 11 minute multimedia performance training
- *Free LIVE weekly calls with the Superstars
- *Share insider secrets networking with industry superstars
- *Cutting Edge, free 1/2 day workshops
- *Instantly search and select your next marketing campaign from our online library
- *Late breaking insider industry news and information
- *Proven marketing systems added weekly
- *FREE Unlimited Continuing Education Course
- Plus much, much more

Membership to iSucceed.com is only \$24.95 per month. Be sure to mention that you are an Arch customer upon sign-up and you'll receive your first month's membership absolutely free.

Turn On Your Million Dollar Brain Mortgage Originators Workshop February 15-18, 2001 Santa Fe, New Mexico

You are invited to join 150 of America's top originators and "Turn On Your Brain" with 3 days of hands-on, practical suggestions that will take your mortgage business to new levels. The seminar is being presented by Greg Frost and

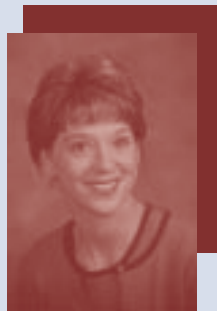
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customer profile



The Leader in Mortgage Lending since 1928.

Danielle Rowland



Danielle Rowland has been originating loans since 1993 when she started as a loan officer in Ft. Wayne, IN. Danielle routinely processed in excess of 300 loans annually until she moved to Grand Rapids, MI to become Branch Manager for Waterfield Financial. She became an Arch customer shortly thereafter and has found tremendous success using the Powerline service as she continues to originate loans.

Powerline is one of the Danielle's most powerful marketing tools, easing access to local real estate agents. The service has completely revitalized her agent relationships, providing her a Unique Selling Proposition to improve the agents' businesses. Danielle has seen a dramatic shift in her business since she began using Arch Technologies. Before using Powerline, she relied heavily on realtor and builder referrals. Since this system has become such an integral part of Danielle's business, the source of her business has become much more diversified.

The reciprocal nature of her originator-agent relationships has become absolutely essential to the success of Danielle's business. However the most beneficial aspect Danielle can attribute to Powerline is her ability to find buyers months before they are ready to buy. This ability allows her to establish relationships with the buyers well before competitors have a chance - and that is HUGE; something you just can't put a price on.

While 3 years using Powerline has allowed Danielle to perfect her system, she continually strives to improve her business. She has recently implemented an immediate follow-up strategy on every lead by using the pager feature on her Powerline system. The pager notifies her immediately when she gets a call eliminating leads that were previously lost due to delayed follow-up. By decreasing the turnaround time from call to follow-up, she increases her chances of conversion exponentially.

Danielle typically has 15 agents participating in her program accounting for about 100 active listings on her Powerline at

any one time. Participating agents are encouraged to use the 800 number in all of their own advertising from sign riders to newspaper and magazine ads while Danielle herself will periodically run group ads for the participating agents. Danielle pulls weekly reports of calls into the system, then forwards each listing's calls to its respective agent. She currently secures an appointment with 2 out of every 5 prospects she contacts utilizing follow-up strategies learned from Bob Williamson... one key piece being an offer of a "Strategy Session." A prospect is only going to meet with Danielle if she gives the prospect enough reasons to. During the follow-up call, Danielle tries to find out information about the prospect's situation so she can provide information and solutions relevant to that prospect. Her main focus as Bob Williamson suggests is to focus on saving the customer as much money and time as possible - over the entire purchase process. *

4th Quarter Contest Winner!

**Congratulations Bill Orlando!
Thank You and Our Other Arch
Clients for your Referrals!**

Bill Orlando is our latest winner in our referral contest drawing for a \$500 gift certificate on Amazon.com. Bill is also saving two cents per minute on his per minute rate for every friend he referred to Arch as are all of our other referring clients!

Our referral contest is generating so much interest, we're excited to continue it into the New Year. For every referral that signs up we'll reduce your per minute rate by \$.02 cents or give you a \$50 certificate! We'll also enter your name in a drawing for a \$500 gift certificate to Amazon.com; earth's largest selection of books, electronics, house and garden wares... you name it they've got it.

Remember these rate reductions are in addition to the dramatically increased scaled discount that we've implemented for every customer. The 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 your Arch representative now at (800) 882-9155. *

Educational Opportunities

Continued from p.1

Karen Deis who have collectively originated over \$1 billion in mortgage loans. This is not like other seminars with all hype and no substance. Greg and Karen have created an innovative program that is nothing short of sensational. Each speaker will give proven practical strategies and ideas that you can use immediately, ideas you can implement and share with your staff. You have the opportunity to look into the best brains in the business, talk to them personally, duplicate their ideas and get predictable results. Speakers for the seminar are a veritable Who's Who in the Mortgage Industry. Chris Salazar, veteran mortgage professional, industry leader and successful entrepreneur who was the creator and publisher of a national magazine will moderate the event. Session Speakers will include Mike Baker, Ron Campbell, David Reed, Pat Sherlock, Barry Habib, Greg Frost, Bob Williamson and Ed Naworol with Debra Jones being your final speaker, a fantastic trainer who has trained thousands of mortgage and sales professionals throughout the world.

Registration deadline for the event is February 1, 2001. The fee for the conference is \$625 per person or \$575 per person for a group of 5 or more from the same company. Register by January 15th and receive a \$100 discount. To register or for more information about the workshop sessions, please visit www.mortgagespeakersbureau\santafe.com.

MortgageScholars.com

The goal of MortgageScholars.com is to empower mortgage professionals with an online tool to access sales knowledge and in the process better enable you to achieve your personal and corporate goals. They provide you

access to the finest mentoring sessions available on-demand... when you want... where you want. Simply stated a new but proven technology enables MortgageScholars.com to send, over a simple internet connection, audio mentoring sessions with the same clarity as your automobiles's FM station. It is that clear.. that simple. Best of all no data is transferred to your hard drive. With no computer knowledge you could learn to select classes in literally a matter of minutes.

Mortgage Talk and Sales Talk are the two most popular product modules MortgageScholars.com offer. Mortgage Talk consists of over 70 audio interviews... constantly updated and rotated throughout the year... with the very top originators in your industry. All would easily rank among the top half of one percent on a national level.

Sales Talk is intended both to round out and add value to your experiences by offering only nationally recognized experts from diverse fields that have one thing in common... an ability to coherently present to you information to increase individual and overall corporate sales. To say that MortgageScholars.com was selective in choosing their partners for this module is an understatement. Only ten survived the selection process.

For an annual fee of only \$295, your office can have unlimited access to all interviews offered by MortgageScholars.com. As an Arch customer you may receive \$25 off the normal registration fee. Click on Strategic Partners on our website and find the MortgageScholars.com link. You may sign-up from this link or directly at www.MortgageScholars.com (be sure to check off "Arch Telecom" to receive your discount!) *

SPECIAL ANNOUNCEMENTS

NEW Keep an eye on the our website for a new section we will be creating soon - Arch Educational Series. Arch Educational Series will contain links to and information about new educational programs and opportunities that will be beneficial in progressing your business to new levels. You can access our website at www.archtelecom.com.

4Many of you probably noticed a recent change to Internet reporting. In December, Arch increased the default font size after receiving several requests to improve legibility. For those that prefer a smaller font, this can be easily changed through your web browser settings. Internet Explorer and Netscape users change the Text Size under the View menu.

4Arch's ongoing Mastermind Teleconference Series continues to be a success. Take a look at our upcoming schedule of topics.* Each call begins at 12 noon Pacific Time. The call in number is 918-222-7004 conference code 5143. Your only cost is the cost of the phone call itself.

Jan 17th	The #1 Lead-Generator Hands Down	Feb 2nd	Auto-Responders
Jan 19th	How to Attract and List Expired, Cancelled and Withdrawn Listings	Feb 7th	Extra-Net Web Feature
Jan 26th	Pre-Listing Packs	Feb 9th	Instant Gutz (Website)
Jan 31st	Web Site Strategies that Work	Feb 14th	Taming Technology
			*topics subject to change