

arch

Competitive Advantages through
Innovative Marketing & Technology

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Ask? Belinda

About Voice Broadcast

Dear Belinda,
I want to schedule an answering machine only broadcast for tomorrow. What time of the day will net me the best results?

Sincerely, Timeless in Texas

Dear Timeless,
When targeting answering machines only we have found that the best time to send your broadcast is between the hours of 9 AM and 3 PM. The success in deliverability to answering machines remains relatively constant during this 6-hour period. However there are slight (less than 0.05%) increases in successful answering machine deliverability between 12 PM and 3 PM. For no particular reason voice broadcast volumes are typically higher in the mornings than afternoons so you when sending a broadcast for "immediate" delivery you may consider afternoon broadcasting and take advantage of a slightly higher answering machine hit rate. Remember when queuing a broadcast for a specified delivery time (which we highly recommend queuing 24 hours in advance) the calls will go out at the time specified for each particular phone number's time zone.

Dear Belinda,
I recently sent a direct mail piece to my client database. I would also like to send a voice broadcast out to the same database. Any suggestions for my message? This will be my first broadcast.
Yours truly, Follow-up Fred

Dear Follow-up,
Coupling a voice broadcast with a mailer, whether it be a follow-up on a mailer or to notify your database that a mailer will soon be arriving is one of the best methods of utilizing Voice Broadcast. One of the most important things to remember when creating your message is that you are emulating a personal phone call. A few tips:

- Do not read the message, it will sound much more natural and less monotone.
- Keep the message short, no longer than 30 seconds.
- Open with a friendly introduction
- When using voice broadcast as an adjunct to direct mail, announce the approximate date the mail piece will be delivered to them. If you can arouse some curiosity or anticipation you'll receive significant higher return on your mail.
- Concentrate on voice tone and inflection. Again, this keeps the message from being too monotone.

You can find several example scripts that have produced excellent results along with other useful tips on creating your voice broadcast messages in Arch's Voice Broadcast User Guide, Version 2.0. ★
please write to belinda at belinda@archtelecom.com

In this issue: Learn to Be a Sales Master in the Mortgage Industry, Customer Profile: Ronn Huth, Referral Program/Contest, New Voice Broadcast User Guide, Ask Belinda

SOLUTIONS

The quarterly newsletter of Arch Telecom

Learn to Be a Sales Master in the Mortgage Industry!

Bob Williamson, a leading mortgage business coach is offering Arch clients an exclusive 10-week training course that will teach you to establish consistency to maximize your productivity in the mortgage arena... for an investment so easy on the wallet it's a joke. But Hurry... course starts October 17th! (Real estate program coming soon!)

The mortgage origination business can be one of the most lucrative industries in the country. But it can also be one of the most competitive, cutthroat and high turnover businesses. Why is it that in the same city one originator can be making money hand over fist, deposit after deposit while another originator is struggling to put food on the table?

One reason is that most mortgage companies offer adequate training to process the loan but fall short when trying to provide the originator the wherewithal to create a sustainable, profitable and repeatable business. For that you need help. Arch Telecom, Inc. in conjunction with Bob Williamson, one of the most respected and sought after professional business coaches in the mortgage industry is announcing a once in a lifetime ten-week global training course that every originator must take... all for the cost of a decent restaurant meal.

Every Turkey can Fly When the Wind Blows... But Only Eagles Soar Day in and Day Out!

The key to a successful origination business is consistency. The only way to establish consistency is to have a fundamentally sound, predictable and systematic way of creating business... one that stands the test of time and is not susceptible to market trends. This is exactly what you'll learn to do in this course.

Arch Telecom is committed to continually add value for our subscribers. We know the more successful you are, the more successful we'll be. After all our success depends upon your

success. This course is an inclusive and complete loan originator training system, not limited to Arch technologies. It's a global training solution that compliments your Arch technology.

A Complete Global Solution

The ten-week training course consists of weekly teleconference sessions with a panel of over achievers discussing real solutions to everyday challenges. Each participant will receive a complete package of materials that contain the specific nuts and bolts required to build and maintain your business. The hands on training will target and address the following aspects of the industry:

- Realtor relationships – make them as satisfying & productive as they can be for both you and the Realtor
- How to profit in a down business cycle and recession
- How to prevent on-line mortgage companies from stealing your business
- How to turn rate shoppers into clients
- How to get far more referrals than you ever thought possible
- How to implement marketing systems that aren't too difficult or time consuming to maintain
- How to create a "superior product" that will virtually eliminate the competition

Addresses Your Entire Business Strategy

Whether you're a loan officer who wants to consistently close 10 loans a month, or a branch manager who wants your branch to continually close 100 loans a month this course is designed to teach you to do that in any set of market conditions. The 10-week course will be delivered in 7 sections:

- Creating a superior product through a "Strategy Session"
- Implementation of a Customer Care program
- Lead Generation and prospect identification
- Appointment setting – scripts and dialogues that move a suspect to a prospect to a client.

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customer profile

Ronn Huth, Buyer's Choice Realty

Ronn Huth is a nationally recognized buyers agent from Buyers Choice Realty in South Hamilton, MA. Ronn has been using Arch Technologies since 1995. Ronn's business has skyrocketed since he began utilizing Powerline in conjunction with his buyer marketing strategy that includes targeting niches such as the FSBO market.



Ronn was introduced to acting as an exclusive buyer agent when a local high school science teacher asked him to represent him in his home purchase. Ronn recalls his science teachers main concern was fair representation and offered to purchase only through Ronn in exchange for exclusive buyer representation. So Ronn drafted a Buyer's Broker agreement and entered into an exclusive agency relationship for the first time. Immediately Ronn was hooked, as he loved that he was able to represent the buyer as if he were buying the property for himself.

Ronn began to educate himself by attending every buyer workshop he could and writing or telephoning people he knew who were acting as exclusive buyer agents in various parts of the country. Soon Ronn decided to launch out on his own and establish Buyer's Choice Realty, an exclusive Buyer's Agency. "I have a tremendous respect for Listing brokers and for the amount of time, energy and money that go into effectively marketing properties. I have found working for Buyers to carry similar heavy demands. Locating and listing Buyers is not much different from the traditional approach of listing houses. My preference all along has been working on the Buyer's end, and I thoroughly enjoy it. It's fulfilling to know that I can offer the consumer the unique opportunity to benefit from the same level of client services traditionally offered to sellers only."

Much of Ronn's business he attributes to his use of Powerline in conjunction with his direct response marketing campaign and FSBO program.

Finding the FSBO

Ronn finds his For Sale by Owner homes primarily through two methods, print advertising and good old-fashioned canvassing. In Ronn's display advertising, he uses one Powerline extension solely for a potential FSBO to call and evaluate how their home sale would benefit by being included in Ronn's ad campaigns. He also runs direct response ads that are focused on uncovering FSBO's in the early stages of the home selling process. Ronn also has an associate canvass various parts of town and document addresses of new FSBO's. Between these two methods, Ronn keeps his FSBO hopper full.

Recruiting the FSBO

Since Ronn is exclusively representing the buyer, his approach to recruit the FSBO is very non-threatening and benefits the

FSBO significantly.

- Ronn provides a yard sign with his Powerline 800 number and an extension assigned specifically to the FSBO.
- The home is listed on Ronn's website.
- The FSBO property is included in a weekly real estate publication with the Powerline 800 number.
- The FSBO may use the 800 number in any advertising they plan to run on their own.

Generating Buyers

The majority of the buyer leads that Ronn receives are generated through his FSBO campaign. As a supplemental source to generate leads, Ronn also places advertisements in a relocation magazine with headlines such as, "What is a Buyer Broker?", "How Does a Buyer Agent Get Paid?", and "Why Can a Buyer Agent Show You More Houses?"

Ronn focuses on signing the buyer up as a client. He will not work with the prospect until they first become a client. He has access to properties besides the MLS that many traditional agents do not, such as discount listings, Expireds and a listing broker affiliate. Ronn emphasizes this benefit and capitalizes on the fact that he can show the buyer more homes than most agents.

Ronn also incorporates Arch's Voice Broadcast as an efficient follow-up tool to manage clients. By initially broadcasting to established Powerline prospects, then pulling a detailed report from the web, his telemarketing team can focus only on clients that are home. In doing so, Ronn illustrates the power and effectiveness of combining both of these Arch technologies into his business. ✿

3rd Quarter Contest Winner!

Thank You Stephen Parnell, Thank You Arch Clients for your Referrals!

As Stephen Parnell knows it pays to enlighten your friends about Arch technologies. Stephen won our 3rd quarter referral drawing of a \$500 gift certificate on Amazon.com plus he's saving two cents per minute on his per minute rate for every friend he referred as all of our other referring clients are!

Our referral contest was such a success we're excited to repeat it for the fourth quarter. 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. ✿

Learn to be a Sales Master in the Mortgage Industry!

Continued from p.1

- Scorekeeping – analysis and review of all aspects of your production – start to finish.
- Time Management
- Leadership

This Course WILL NOT Sit on Your Book Shelf Collecting Dust... We Guarantee It!

We all have a bookshelf full of systems we are waiting to implement... waiting until we have the time to read, review and put them into action. How many seminars have you attended only to get back to your office and fail to implement the new ideas? We realize that it's not easy to add new systems to your business. That is why we structured the course to be delivered over a 10-week period. Each one-hour teleconference call includes a discussion of the concepts, tools and strategies implemented during the previous week and an introduction and discussion of the new material for the following week. This "hands on" approach ensures you won't have just another dust collector. Bob's instructions and guidance will guarantee an increase in production... a consistent and dependable level of production.

So Easy on The Wallet... It's a JOKE!

Bob normally charges \$2500 for this complete package... the 10 weeks of teleconference coaching

(recorded and provided to you on audiotape), a 200-page course manual, diskette with forms and reports. But Arch has contracted with Bob so we could significantly reduce this cost to our subscribers. For Arch clients EXCLUSIVELY the cost of the course is \$100. That's not \$100 per teleconference, but a single one-time investment of \$100 TOTAL for the entire 10-week course that includes all materials and the teleconferences recorded on audiotape.

When you consider the costs associated with other types of training... the travel, hotels and expenses. The opportunity cost of leaving your office... you certainly realize it just doesn't get any better than this. Frankly, Arch is not trying to make a profit or even break even on this training course. We're simply trying to help create a more successful originator knowing this will eventually make for a more successful relationship between Arch and our clients.

This is a Once in a Lifetime Opportunity...

It Will Not Be Offered in This Format Ever Again!!

If you're not convinced this is the smartest \$100 bill you ever invested, then you can cancel the course at any time during the ten weeks and receive a full refund. Call your Arch representative at (800) 882-9155. Remember, the course starts October 17th so call now! ✿

SPECIAL ANNOUNCEMENT

New Release

Voice Broadcast User Guide Version 2.0

In September, Arch Telecom shipped Voice Broadcast User Guide Version 2.0 to all current Voice Broadcast customers. The new guide is segmented into two sections. Section I is instructional with features, capabilities and tips for maximizing performance. Section II is marketing strategies with sample delivery techniques and scripts from a variety of industries.

Highlights include:

- Explanation of all new system settings
- Simplified recording procedures

- Queuing options
- Strategic information and ideas to significantly increase your results and save you time
- Sample scripts from a variety of industries

If you are a Voice Broadcast customer and did not receive a copy, please contact Arch Customer Support at 800-882-9155 or email us at support@archtelecom.com to request your copy. If you would like any additional information on your Voice Broadcast service's new features and capabilities please do not hesitate to call or email. ✿