



Call Coordinator Charges, Rules And Common Objection Responses

Charges

Monthly Service Fee: \$10

Per Call Charges:

\$0 per call to a phone record that is not dial-able¹

\$5 per call for a maximum of 3 attempts and contact made with prospect

Call Times

9:00 AM to 7 PM Monday through Saturday

12:00 PM to 7 PM Sunday² in accordance to the Telemarketing Consumer Protection Act (TCPA). More information on the TCPA can be viewed at: <http://www.fcc.gov/cgb/consumerfacts/tcpa.html>

- 1st Call within 15 minutes of originating call
- 2nd and 3rd call on one hour intervals

Responding To Registrants Of The Do Not Call Registry (DNC)

Leads generated by the Powerline™ system are compliant to solicit regardless if they appear on the DNC registry or not. Specifically: solicitation to callers that have registered with the DNC but have dialed a toll free number to request additional information on a product or service is allowed provided that:

- The solicitation is pertaining to the product or service that the caller called about.
- The solicitation occurs within 90 days of the originating call.

More information on compliancy can be viewed at www.donotcall.gov. A position paper on how Powerline™ complies with the DNC can be viewed at <http://archtelecom.com/downloads/PowerlineDNC2.pdf>

Additionally, the Powerline™ service identifies and reports the callers that appear on the DNC. Subscribers to the Call Coordinator Service can decide whether or not to solicit these callers. The Call Coordinator Service defaults to “YES” and will follow-up on all DNC registrants. To have this setting changed please contact Arch.

Responding To Common Objections

Q: How did you get my number?

A: “The service that you called to request the recorded information on the property provides me with a list of who called so that we can better service our clients.”

Q: You should have not called me, I am registered with the DNC.

A: The DNC registry is not enforced since you initiated the call to our service. If you would like more information from (arch’s client) I’ll have them call you; if you would like us not to call you again I will make a note of that on the report.

Q: “Why would I list with (arch client’s name)?

A: (arch client’s name) would be happy to tell you about the full list of services they provide. You could be assured that each potential buyer of your property will be contacted, just as I am talking to you.”

¹ Certain phone numbers are not dial-able due to they caller called from a PBX system, an outward dial only phone number, some cellular directories and some pay-phones.

² Callers that called outside of the TCPA guidelines will be responded to on the next available day