



Competitive Advantages through
Innovative Marketing & Technology

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U.S. POSTAGE
PAID
AUSTIN, TX
PERMIT NO. 964

Arch Telecom, Inc.

210 Barton Springs Rd

Suite 275

Austin, TX 78704

800.882.9155

fax: 800.882.0945

support@archtelecom.com

www.archtelecom.com



Ask? Belinda

Bolstering Zero Transfer Use, How to Deal With An Increasing Number Of Calls

Dear Belinda,

I am a real estate agent using your Powerline service. I generate many calls but have very few prospects that Zero Transfer through to me. I would like to change that. Do you have any suggestions on increasing the number of callers that Zero Transfer?

Sincerely,
Stumped in St. Louis

Dear Stumped,

In my experience with Powerline users, the best way to illicit that zero transfer call is to simply leave an important piece of information out of the recording you do. You should give the caller most of the important information about the home on your recording but hold "something" back... like the price. For instance, your listing recording could contain something like this, "For current pricing on this property please zero at anytime." You may even consider repeating this once or twice throughout the recording.

Dear Belinda,

I am a loan officer with several real estate agents using my Powerline. Until now, I have made all of the follow-up calls myself. The sheer quantity of calls that we're now generating will no longer make this feasible. How should I handle this?

Thanks,
Hoarse in New Haven

Dear Hoarse,

Many Arch clients are faced with this issue at some point in time and there are several solutions you can consider. One solution would be to have your notifications emailed to you at which time you distribute (by email) to the respective agents email or cell phone. This is a no cost solution but truly will only work if you plan to be in front of your email all day. You can't forget the importance of the quick lead follow-up. It also is the more labor intensive approach.

A second and more viable solution would be to add mailboxes for each of your agents. This method would allow your agents to receive the immediate notification directly while you still maintain access to all leads as the account holder.

A third solution to your dilemma involves our new Live Operator Lead Follow-up where an Arch operator will make your follow-up calls for you. Call an Arch representative for further details about the Live Operator Lead Follow-up or adding mailboxes to your Powerline system.



please write to [belinda](mailto:belinda@archtelecom.com) at belinda@archtelecom.com

In this issue: RealEstateCoach.com Article, Arch News: System Enhancements: Web Management, Live Operator Follow-up and Powerline Listing Setup
Customer Profile: Doug Shepherd, Ask Belinda

Solutions

The quarterly newsletter of Arch Telecom

This issue of Solutions features an article by **Bernice Ross and Byron Van Arsdale** of RealEstateCoach.com that provides a brilliant "Oh by the way" strategy to increased FSBO business. In addition...

Real Estate/Mortgage - Read about the many new Arch enhancements, including web management and two new Powerline related services, Live Operator Lead Follow-up and the Powerline Listing Setup Service. Doug Shepherd is the focus of this issue's profile. He discusses what Powerline has done for his business over the years as a real estate broker.

"'Oh by the Way'—Converting FSBOs into Signed Listings"

by **Bernice Ross, Ph.D., MCC** and **Byron Van Arsdale, MCC**

Have you ever called on a FSBO (For Sale by Owner)? If you're like most agents, you'd rather have a root canal than face these sometimes angry, independent, and often overpriced sellers. Nevertheless, FSBOs are one of the three best sources of "right now" business (the other two are expired listings and referrals). If you would like to make FSBO's a niche in your business, the "Oh by the way" strategy is a great way to start.

First, approximately 80% of the FSBOs do ultimately list their property. Your goal is to be there when they make that decision. Here's how it works.

1. Begin by identifying FSBOs from yard signs, newspaper advertisements, or through buyer agents who have advertised a property as being available although not "listed." (Remember, it violates the Code of Ethics to call on a property where there is a valid listing agreement.)
2. Determine the names of the owners via the title company or through public records.
3. Contact the FSBO by telephone using the following script.

Good afternoon, my name is _____ with _____ Realty Company. Are you the person who has your property listed "For Sale by Owner?" (Wait for response. If "yes," continue.)

As a real estate professional working in this area, it's important for me to see all properties that come on the market so I can provide complete and accurate information for my clients. I was wondering if it would be possible to preview your property at a time that would be convenient for you. (DO NOT SAY YOU HAVE A BUYER FOR THE PROPERTY, EVEN IF YOU DO!)

If the answer is "yes," schedule the appointment. If the answer is "No" or the seller says, "You're just trying to get the listing," Respond by saying:

"I promise I'll never ask you for the listing on your home." If the answer is still "No," go on to your next lead. If the answer is "Yes," schedule the appointment.

4. Meet the Seller at the property and thank them for the opportunity to view their home. As you walk through the property, take notes. DO NOT discuss their listing price. When finished, thank them again and as you step out the door, turn and say, "Oh, by the way..." And offer them one of the items from your "Oh by the way kit."

Some items you can include in your personal "Oh by the way kit" include:

- A list of required disclosure statements (but not the actual disclosure statements. You could be violating Board Rules and/or creating an agency relationship).
- List of required documentation to close a transaction including Federal and State environmental hazards materials.
- Complimentary "Open House" or "For Sale by Owner" signs. (Remember, many FSBOs are trying to save money). The key is to have the sign company paint the following information on the back of the sign so buyers see it when they are leaving the property. "Compliments of Ann Agent, XYZ Realty, 555-888-1234."
- Guidelines for qualifying buyers.
- Tips for getting your home ready for market
- Open House Guest Register
- Relocation information if they're moving outside your local area.

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customer Profile

Shepherd
Realty Group

Doug Shepherd



This issue's profile features Doug Shepherd, an owner/broker since 1983 and Arch user since 1998. Doug currently has 22 sales associates with a staff of 5 in his residential sales and marketing company. He also owns independent escrow and mortgage companies.

Arch recently sat down with Doug and discussed what specific aspects of his Powerline he found most beneficial.

As a Recruitment and Management Tool

Doug utilizes the Powerline to attract agents to his company. He runs regular ads promoting who the company has hired, what opportunities are available and information on a special hiring program as well as information on his school.

In addition to being used to find the interested agents, Powerline serves as a huge incentive to joining Doug's team. "One, Powerline allows us flexibility. I run the entire office floor time through this Powerline so agents do not have to be in the office in order to get leads. It has been crucial as a recruiting tool, for maintaining agents and for day-to-day management of the system. My agents are up for 2 days at a time as opposed to 3 hours at a time. Agents like it; it gives them flexibility, keeps them more professional and gives them a better lifestyle. They don't have to be in the office every single day which is obviously very appealing from a recruitment standpoint."

Powerline is beneficial as a management tool as well. All of Doug's office ads for his agents' properties are directed to his Powerline. However Doug does not have all of his sales associates in the Powerline rotation. Agents not converting leads into productivity are taken out of the rotation. Arch reporting allows Doug to track and compare the call activity each participating agent receives versus the business they are turning.

As a Listing Tool

The second and most important benefit for Doug is the tremendous advantage it gives them as a listing tool. "The major advantage that we sell in our appointments is that even when callers are not calling on their home, we have a shot at telling them about their house because of our call capture system and proven ad strategies (i.e. leaving out the price). Just like an open house, we are advertising the seller's home to sell the home. But we are also there to generate buyers to

sell their and others' homes. If we can up the number of overall calls, that's what's important for the seller. We can turn those buyers and use our sales skills to put them in a home that does fit their situation. This is the gist of what we try to get across in our listing presentation."

"The caller gets what they want (information on the home) yet we get what we want (the opportunity to call them) and if that home isn't what they are looking for, I can refer to my switch list and ask them about 2350 Maple. If we can communicate this effectively

to the seller, they'll say, "Wow you really are generating more calls!" This is huge in our listing presentation."

"The major advantage that we sell in our appointments is that even when callers are not calling on the seller's home, we have a shot at telling them about their house because of the call capture system."

'Oh by the Way' [cont.]

5. If the Seller questions why you're being so nice, reply by saying: "I know you're going to sell your home yourself. I work by referral and what I would like to do is to earn the right to receive any referral business you might have." (The agent who pioneered this technique actually was collecting 15 open house registers per week from her FSBOs).

6. Continue using the "oh by the ways" to see them on a regular basis. Follow-up until they sell the property, take it off the market, or list with you.

Bernice Ross, Ph.D. and Byron Van Arsdale own and operate www.RealEstateCoach.com, the most comprehensive source for training and coaching via telephone in the real estate industry. If you enjoyed this article, sign up for a complimentary newsletter, **Real Clues** on their web site at www.RealEstateCoach.com. While you're visiting the site, check out their training and coaching programs as well as over 200 pages of ideas on how to have a great life and a great business.

New Services / Service Enhancements

Arch is pleased to announce our new Arch Customer Portal! This is a web-based Powerline management tool. Features previously manageable through the phone interface only can now be managed directly through the web. The Customer Portal, labeled Account Login, can be found under Customer Center on our website's main navigation bar and will soon be in the Quick Links box on the home page.

Changes may still be performed through the phone. However, the addition of web management provides you even greater flexibility and convenience in managing your Powerline system.

So what kind of changes are now possible with the new Arch Customer Portal?

Feature Management

Pager Notification

With the new Customer Portal, you can now manage the pager configuration for a **regular pager** as well as configure the system to send your notification to a **cellular phone** (email text messaging is required with your cellular provider) or **regular email address**.

This feature sends an immediate notification providing your callers' phone numbers in addition to the extension and source digit that was entered. Notification allows you follow-up with the prospect immediately, while it is still a hot lead.

Zero Transfer

Manage your zero transfer feature 24/7 directly through the website. Anytime a caller presses '0' while in your system, they are transferred to this number.

Voice Mail Management

Listen to, manage, and delete voice mail messages left through your Powerline system.

Extension Recording Management

You may now **listen to, label and delete extension recordings** currently active in your Powerline. The labeling feature is ideal for quick access to listing property addresses or other reference names for each of your extensions.

Fax Viewing

View and manage all fax attachments that exist on current extensions.

FaxMail Viewing

View and manage all FaxMail history for the last 90 days.

Account and Billing Management

The new Arch Customer Portal allows you to monitor and maintain your account from a billing standpoint online.

Account Summary

View up to the minute account and mailbox information.

Account Balance

View up-to-date account balances through the Customer Portal.

Online Payments

Pay your statement instantly by credit card with the new Customer Portal.

Invoice Reprints

All previous invoices are available for viewing or reprinting.

Live Operator Lead Follow-up

Arch recognizes and understands the many challenges that our customers face each day, with time management being one of the key obstacles. In our continuing effort to streamline your business, Arch announces the creation of yet another program designed to assist you - Live Operator Lead Follow-up. With this program, all calls into your Powerline system will be **followed up on for you by a live call coordinator** with a number of pre-scripted qualifying questions. All results are forwarded to you with details on each call.

By combining Live Operator Follow-up with Powerline and our proven marketing strategies, you will not only see an exponential increase in prospects but the leads you receive have all been qualified. This allows you to focus your valuable time following up with the most promising prospects that are captured.

Powerline Listing Setup Services

Are you having trouble getting your Powerline set up? Are you eager to begin reaping the many benefits of Powerline but simply can't motivate yourself to dig in and set the system set up? **Give Arch a call about our new Powerline Listing Setup Program.** Under this new program, Arch will (for a fee) gather all necessary information and then **set the entire system up for you!** You simply can't get any easier than that. Pager notification, zero transfer, secondary transfers, recordings, loading faxes... every feature is programmed for you by our experienced technicians. Call today for more information on this program.

Quarterly Contest Winner: Robert McNail 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! So call today.