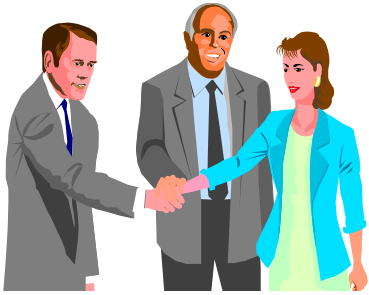


- **Uniqueness**
- **Vendor Alignment**

- **Web Society, Inc.**
- **SOAR MLS**

arch Real Estate News

*The Newsletter of
Powerline Strategies
Volume 4 • Issue 8
August 1998*



Value Added Relationships... How to Build Value for You, Your Clients and Your Vendors

One stop shopping creates the ultimate in win-win relationships

“What’s the most critical aspect of creating a successful real estate (or loan originating) business?”

From Howard Brinton’s superstars to Todd Duncan’s Mastermind panels the answer is always the same... **Uniqueness.** Real estate and originating is simply too competitive for you to copy what everyone else is doing and expect to be successful much less reach your potential.

But defining what is unique to your business can sometimes pose a challenge. If it were simple to create uniqueness, then it wouldn’t be so powerful. Many times processes that you take for granted are unique to your clients. Procedures that you do in your business that build value for your clients typically also create uniqueness. For example, in real estate, something as simple as advertising your listings with Powerline creates value for your clients because you will receive 3 to 5 times more leads than traditional advertising—that’s 3 to 5 times more opportunities to sell the listing, and what seller wouldn’t appreciate that? Powerline is also still very unique because the majority of agents don’t use interactive lead generation systems—the majority of agents still try to sell real estate the same way agent’s forty years ago did. While this may seem obvious to you, it’s not to the seller. So let them know about

the processes that build value in your business despite how routine they may seem to you.

Just as advertising your listings on Powerline creates a win-win relationship between the seller and agent, aligning yourself with vendors who provide solutions related to the buyers needs also creates win-win relationships, builds value and uniqueness—separating yourself from your competition. These relationships are of great value and convenience to your clients. Your clients can feel comfortable with the services they provide because you’ve qualified them. Two, they provide “one stop shopping” convenience for your clients.

In this newsletter we’re going to provide you with some turnkey ideas to implement value added relationships (VAR) that will bring uniqueness to your business and introduce you to two of Arch’s VAR’s.

Build Value First

The first avenue for one stop shopping is to identify key alliances that you feel would serve your clients well and build value for your business. You should align yourself with people you trust, reciprocate and provide the level of service that is an extension of yours. Think of the impact

you would have on a prospect if you met with them and one after another you introduced the prospect to these value added vendors;

The Obvious Ones;

- Lender (or Realtor if you’re a lender), Insurance Agent, Home Warranty Company, Decorator, Furniture Store

More Than The Average Joe;

- Auto Dealer, Attorney, Accountant, Lawn Care Service, Pool Service, Nursery, Handy Man

Stepping Out;

- Athletic Club, Restaurants, Hardware Store, Computer Store, Children’s Camp, Boat Store, Veterinarian

Do some research and find the best group of VAR’s for your specific farm area. Meet with them and show them how it would be mutually beneficial to work together. Since it wouldn’t be time constructive to introduce every prospect to each VAR, assemble a coupon book that has a short description of their services coupled with an incentive.

Here’s a short story to illustrate the power of these alliances. One of the employees of our firm recently purchased a

home (from a Powerline agent of course). The home has a large lawn and our employee was a bit hesitant on what type of mower to buy. His agent recommended a certain manufacturer, horsepower size, where to purchase it, what to look for and what to avoid. The agent also provided a home warranty, a lender alliance, a tree man, an insurance agent and a tile man. Our employee often speaks about how his neighbors comment on his lawn and he says it always reminds him of his Realtor. In the past six months he has referred two clients that have purchased homes—both of whom have financed through the lender, moved all of his insurance (home, life, auto) to the life insurance agent and referred a tile job. The agent has become a friend whose alliances he trusts—and whose business he will have for life.

Value Added Relationships

Web Page Building

Web Society Inc, out of San Diego, CA (www.websocietyinc.com) asks you this question; “How much money are you making from the recent Internet real estate boom?” If the answer is not much, here’s an easy and economic way to be introduced to the business of cyber space.

Web Society Inc., builds web sites specifically for Realtors. Some agents are generating 10 – 25% of their overall business from the web. Risa Saltman an 18-year RE/MAX veteran says she averages 5 quality leads a week from her website. Risa uses the website as a tool to build value and uniqueness in her listing presentations. She also promotes response-marketing reports on her website and combines them with her 800 interactive number. Risa receives several relocation leads and a few referrals a month from her website.

A list of their satisfied clients with WebPages for your review includes Kevin Underdahl (www.1re.com/underdahl), Joan Akita (www.1re.com/joan), Risa Saltman (www.1re.com/risa) and Kennis Kaiswer (www.realestatelibrary.com). Check out their websites and if you like what you see... Webs Society Inc. will

build you a 14-page website FREE (a \$700 value!). The monthly host charge is \$29.95 per month and includes a personal home page, featured homes of the month page, search for homes page, schools page, community page, mortgage calculator, ultimate home worksheet, and responder pages. Your site will also be linked to some of the best and most widely used real estate search engines. For more information call Grant Shucker or sales at (760) 754-3005 extension 29.

Real Estate Contact Management

Many Powerline users have raved about the effectiveness of the SOAR MLS system, especially with its ability to systematically manage high volumes of leads. SOAR MLS enables you to squeeze every ounce of production out of your Powerline leads.

How often does this happen to you... you generate a lead, find out what they’re looking for, tell them you’ll send information, but you never seem to find the time to do it? Or you send them some information once or twice, but drop it because they’re buying 3-12 months down the road? It simply takes too much time... searching the MLS... pulling the information off one client at a time... preparing materials... folding, stuffing, sealing, stamping... then mailing it. If you have 70-80 prospects, you could spend most of your workweek preparing info.

Well, SOAR MLS does all of it for you automatically! SOAR MLS is endorsed by; Floyd Wickman Seminars, Craig Proctor, Sharon Falco, Nikki Ubaldini, Lillian Montalto, Tim Baker and several Howard Brinton Stars.

SOAR MLS is so unique! You enter the criteria for your prospect one time, set how often you want your prospect to receive updates and that’s it!

You point, click and SOAR MLS automatically dials your MLS, searches, matches, merges the info with a personalized cover letter, prints, and collates it all automatically, every week, week after week, with no time involved.

With SOAR MLS you can maximize every possible opportunity. You don’t

have to deal with the frustrating feeling that you’re letting business slip through the cracks!

This system enables you to make the most of every lead. You can stay in front of them every week with current MLS information, until they "buy, sell or die".

SOAR MLS will take you from spending 15-20 minutes per prospect... to zero! If you had 100 prospects to send MLS information to, it would take you 40-50 hours. With SOAR MLS preparing the information and printing it all automatically... it takes no time... none!

Check out what SOAR MLS can do for you. This is a great program and if you let them know you heard about it from Arch, you’ll receive special arrangements for you to try it out on a risk-free basis.

To find out more, you can call anytime 24 hours a day for recorded information and a free report. Call 1-800-229-7426 ext. 2204. It’s a ten-page fax report that explains all the details.

The Home Affordability Line Updates

The Home Affordability Line (HAL) can now be configured to accept 3/5/10/20% and 0/3/5/10/20% down payment options in addition to the current 5/10/20%. These parameters enable you to correctly process Zero Down opportunities and VHA.

Statistically the duration averages on leads generated by HAL are 109 seconds, for REFI 121 seconds. HAL and the REFI line have been producing high quality leads and with the average cost being no more than 50 cents per lead, they’re also quite economic!

ANI Passing

If you are using ANI Passing (the feature that allows only designated area codes to access your Powerline) and have a new area code added in your area that you wish to receive calls, be sure to call Arch and let us know so we can add the new area code.

