

arch

Competitive Advantages through
Innovative Marketing & Technology

Bulk Rate
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PAID
Permit #964
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Ask? Belinda

About Fax Broadcast Costs,
and Strange numbers
on your call report.

Dear Belinda,
My company recently signed up for Fax Broadcast. How can we keep the cost of a Fax Broadcast down?

Signed, Frugal in Fort Worth

Dear Frugal,

In an effort to keep the cost of your fax broadcasts low, transmission of broadcasts are restricted to 9600 bps. This can only be raised by customer request through an Arch representative. There are three major factors that influence the cost of a fax broadcast. Please note that all three of these factors are controlled by you, the customer. They are: quality of the list, complexity of the document, and whether it is loaded in standard or fine mode. Fine mode will always result in a higher fax broadcast cost, but can make graphics look better. The Arch system will transmit your fax exactly as it is received. Therefore, if your fax machine adds its own banner at the top of each page (giving your fax number and date, for example), then this banner will appear in your broadcast. If you do not want this to happen, configure your fax machine or fax

software not to transmit any extra information at the top or bottom of the page. Most fax machines and fax software will allow you to turn off this automatic feature. Refer to your fax machine owner's manual for more info.

Dear Belinda,
What's with all these strange numbers on my call detail report? There are calls from other states and I don't advertise anywhere but in my city. How did they get my number and do I have to pay for these calls?

Sincerely, Concerned in Colorado.

Dear Concerned,

Those mysterious numbers are simply people dialing the wrong number. Your 800 number is nationwide and anyone can call it from anywhere in the country, even by mistake. Keep in mind, too, that all 800 numbers are recycled after a period of nonuse. Therefore, your number could be incorrectly listed under another business' name. It's also possible someone has mistakenly advertised your number instead of their own. While you are responsible for all call charges to your number, including wrong numbers, you can prevent wrong numbers charges for the most part by "blocking" area codes. This will prevent anyone from area codes you specify from connecting to your line. Contact an Arch rep for assistance in blocking. *

please write to **belinda at belinda@archtelecom.com**

SOLUTIONS

The quarterly newsletter of Arch Telecom

A Simple Proven Formula For Making a Non-Stop Six Figure Income in Real Estate

ONE of the main goals of Arch Telecom is to provide our Powerline clients with access to the most proven marketing systems to ensure the success of the Powerline technology. Recently we were fortunate enough to meet Craig Forte, a Dan Kennedy Inner Circle Platinum member and author of "3-Steps To Six Figures". What we found unique about Craig's approach to building real estate businesses was that his systems use sequential formulas that focus on enhancing the individual agent's uniqueness so the inevitable copycat competitor cannot successfully emulate you. The 3-Step system works hand in hand with Powerline and judging by the sheer number of ecstatic 3-step users we are proud to introduce this opportunity to our clients.

The 3-Step Formula focuses on two premises. One, creating a unique system to compete with the other thousands of agents in your market and secondly how to establish a reliable and continuous stream of motivated buyers and sellers. Craig uses "client-generating systems," automated response-marketing techniques to initiate Step 1.

The 3-Step Formula is proven and ethical. We've already seen many so-called "experts" promoting response-marketing systems but Craig's formulas contain two key benefits. They have been proven in the field by ordinary real estate agents and the techniques are very sound; they will not jeopardize your career by teetering on ethic violations that could result in expulsion from Realtor Boards and loss of MLS access and other resources.

Compound prospecting increases your transactions without increasing your marketing expenditures. Step 2 is what is missing from so many response-marketing programs. Craig shows you how to capitalize on the momentum you have generated and translate that momentum into tangible business using "compound prospecting". Compound prospecting increases your transactions without increasing your marketing expenditures because you'll convert prospects that already have access to you that you didn't even know existed. Step 3 is focused on creating long term business success. With the understanding that it is sixteen times more expensive to attract a new customer than to generate a referral, Step 3 focuses on how to get nonstop referrals, word of mouth business and other networking techniques. These strategies create relationships that translate into transactions rather than continually chase properties. It's not good enough that the prospects know who you are, you must cultivate them and if done properly using Step 3 you'll create a virtual sales force from your past clients.

Craig backs his 3-Step system with a risk free guarantee. If you would like to receive more information please call (800) 622-2540 to speak with a representative or call their automated line (800) 900-9639 (leave your name and number to receive info) or check out their website www.3-Steps.com. *

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customer Profile

Ron Campbell and The Campbell Team

Since 1990, The Campbell Team has sold in excess of \$170 million of residential real estate and helped thousands of families buy or sell (often both!) their home. Ron Campbell has earned the reputation of being one of the country's Top Producers, as well as being a sought-after motivational speaker and marketing specialist. Ron's expertise is in marketing, contract negotiations, and being the broker-on-the-spot to solve problems. What's the secret of his success? "Responding to the telephone calls I get," says Campbell. "Every time I pick up the phone, it's an opportunity to make money. Being responsive to the public is the most important thing." Ron also believes in heavy and aggressive advertising campaign. He has used the same approaches that were successful for him during his fifteen years in mobile home sales and four years in car sales. He spends more than \$100,000 per year in advertising, but it has paid off. In 1991, Ron's first full year of real estate, he was awarded ERA's "Rookie of the Year" award, selling 176 homes that year for a volume of \$12 million. How many "rookies" have that feather in their caps?

Ron has made presentations about prospecting with products from Arch Telecom at the last two Howard Brinton Star Power Conferences. During those presentations he has shared his experiences about using Powerline and Voice Broadcast. He has said, "I get thousands of calls [from Powerline] each month. The biggest challenge we've had is returning the pages and making contact." Mary, Ron's wife has assumed the position of callback coordinator. She makes the calls then distributes the leads. One twist Ron uses to eliminate the problem of having to return calls is to try to get the caller to "zero-transfer" as often as possible. He adds the line in his property recording "If you would like current pricing information on this home, please press zero now." For Ron, this has dramatically increased the transfers and put his team in touch with more prospects. His motto: If you can't talk to them, you can't sell them.

Ron Campbell didn't build a successful real estate business by limiting his marketing strategies to one or two. He has also successfully utilized Arch's Voice Broadcast to help him sell more listings faster, double-end more transactions, uncover new listing opportunities and build an agent referral network. He began by researching his



The Campbell Team: from left, Terree Campbell, Randy Campbell, Ron Campbell, and Mary Campbell.

market and discovering that buyers moving up were spending 48%-52% more than on their last home. That is, a \$100K owner moves up to a \$150K house. That tells Ron that when he gets a \$150K listing that the best buyer prospect for that listing is someone currently in a \$100K house. Next Ron develops a Voice Broadcast list by compiling courthouse records and white page directories (like Select Phone) of various subdivisions in this price range. Then he records the Voice Broadcast message using a cell phone. Ron believes calling from a cell phone is key because it gives the impression that the call is not a regular sales call since most sales professionals do not make presentations on cellular telephones. His message is something along these lines "Hi, this is Ron Campbell, with ERA. I'm calling from my cell phone to let you know that one the nicest homes on the west side just came on the market. It will sell soon with the interest rates being as low as they are. If you've ever considered moving up this may be the time. For a detailed recording about this home, you can call my 24 hour hotline at 800 xxx-xxxx ext yyy. Thanks."

Directing the prospects to your 800 Powerline number removes their reluctance to speak directly with an agent just to find out more about the listing. Remember to use Ron's strategy of instructing the caller to press zero for current pricing information. This simple technique nets Ron 1 or 2 transactions for every 1000 attempts. In fact, you can use this technique as a USP when in a listing presentation. Explain your marketing strategy and inform the sellers that as soon as they sign the listing agreement you will immediately call 1000 of the best prospective buyers for their home. Go a step further and create a list of the voicemail numbers for the top 30 to 50 agents who specialize in that area. Call them as well. They may have a buyer currently looking for a home in the area. Your new listing just came on the market and isn't even in the MLS yet. You want to give the agent first crack at it for their buyer. The agent is flattered that you thought of them and will someday return the favor. The sellers are amazed at your unique marketing techniques. They will be sure to list with you and refer all their friends. By the way, sending a voice broadcast to 1000 numbers only costs you about \$60 to \$65. How can you lose? *

ARCH TELECOM STRATEGIC PARTNERSHIPS PRESENT HOBBS/HERDER ADVERTISING & DESIGN

TURN your WEBSITE into CASH

Let Agent Access Revolutionize Your Online Marketing Campaign

Imagine if you could make changes to your marketing materials with the click of a mouse. Agent Access, Hobbs/Herder's revolutionary e-mail farming and Web site marketing system, allows you to add and change home listings and provide potential and current clientele with information on upcoming local events. It's simple and there are no additional fees no matter how many changes you make.

With Agent Access, you can send brilliant-colored, attention-grabbing e-mails to potential and current clientele. Like direct mail, these lead-generating, "power" e-mails will help you communicate with your target market and enhance your name recognition. Imagine delivering news of "open houses" and homes "just listed" and "just sold" in vivid color, onto their personal computers! Once you have the e-mail farming system in place, you can send additional (hundreds or thousands more) e-mails to your client base for less than the price of a stamp. By keeping your online information up to date, you show those who are relocating the close connection you have within your community, and attract locals to use your Web site as a neighborhood resource. And, instead of being at the mercy of a computer programmer or Web designer, you now have the power to make these changes yourself - instantly.

Take control of your Internet presence, and go completely online with Agent Access today. For more information call Charlene Davis with Hobbs/Herder at 800-999-6090 ext.980. Be sure to tell her you are an Arch Telecom customer. *

MORTGAGE DATABASES

Mortgage Databases



The key to any successful marketing is the validity of the target list. As compelling and effective your marketing piece may be, your efforts will fail if you are marketing to the wrong audience. Direct Marketing Associates (DMA) is a database and telemarketing company located in Coconut Creek, Florida with over two years experience in the mortgage market. DMA specializes in creating leads using live agent marketers targeting niche markets such as consumer credit leads, renters leads, sub prime leads, and B/C. DMA also can provide standard data such as homeowners and conforming leads. DMA is offering Arch clients a 10% discount. For more information please call Rob Wilson @ (877) 984-9400 ext. 102. *

THE HOBBS/HERDER GATEWAY CONFERENCE 2000:

So Many Ideas Your Head Will Explode!

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At Hobbs/Herder we pride ourselves on providing agents with the very best — The Gateway is intended to be the best of the best. Of course, we really don't want your head to explode. But you will come away with more innovative marketing ideas than ever imagined — ideas that will leave your competition with their heads spinning. More importantly, you will come away with instant tools and a strategy to instantly improve your business. Think of what it would be like to have a well-developed thought through marketing plan, a plan based on a consistent marketing attack, a plan you don't have to worry about for a whole year, and a plan that brings you a powerful return on your investment. What's more, you'll leave with an advertising package worth more than \$10,000. Don't miss this special event that will transform your career. The Gateway seminar is a limited event, so order your tickets as soon as possible. For locations, dates and availability, call toll-free (800) 999-6090 ext. 255, for Jared Reynolds, Gateway Seminar Coordinator or E-mail jared.reynolds@hobbsherder.com. Be sure to mention that you are an Arch customer.