

# Powerline™ Professional Recording Services and Setup



www.archtelecom.com



**9:02 a.m.**  
New Lead Identified From  
Your Professionally  
Recorded Powerline™



**9:12 a.m.**  
Call Coordinator  
Qualifies Lead



**24 hours later**  
Direct Mail Piece Mailed



**1 week later**  
Lead Converted



**9:03 a.m.**  
Captured Lead Received

**For more information, call Arch at  
800.882.9155 or email us at  
setup@archtelecom.com.**

## ARCH POWERLINE™ FREE PROFESSIONAL RECORDING OFFER

At Arch, we appreciate that your Powerline™ system is a "tool of your trade"; like other tools it does require some servicing and time associated with setting it up and recording your properties or other recordings. Arch recognizes these issues and has created the solution: **Professional Recording Services.**

Arch will use your proprietary information to develop a professional and precise script for each of your recordings. Some examples of the types of information we use to make these recordings are: MLS links, property guides, flyers, brochures or just about any type of marketing information you have or a script you have written.

Your recordings will be mastered with an experienced, professional voice (male or female available). Arch is available for you to employ to help you become more efficient and effective... best of all we do it for about the same cost as do it yourself!

As a courtesy, we'll set up your first recording and your master greeting for FREE. Additionally, Arch will also set up your entire Powerline™ system; your text notifications, direct transfers, direct response reports... they all can be programmed by us for you; saving you time. By using our Professional Recording Services you'll be up and running immediately!

**Pricing:** Professional Recording Services is charged on a per recorded basis of \$10 per recording; no monthly service fee applies. The first recording, your master greeting and your Powerline™ notification setups (your text notifications and direct connect numbers) are FREE.

## TO TAKE ADVANTAGE OF THESE OFFERS

**Free Recorded Message Setup:** Whether your recording is for a property, or just informational; we can be of service. If it is a property, because each property is unique, you will need to provide some information on the property for Arch to record it properly. With this information, Arch will create the script, record it and load it into your Powerline™ system. You can provide the information to us several ways:

- You can email us a MLS link along with your toll-free number, password, extension number and contact information
- You can send us a property flyer, guide or brochure along with your toll-free number, password, extension number and contact information
- You can fill in the attached "Listing Setup Description" document along with your toll-free number, password, extension number and contact information

**SAMPLE SCRIPT** ◀ **Double-Click on the Paperclip (📎) to listen to a sample recorded by our professional voice talent.**

*"You can get our most current price now by pressing zero! Welcome to Austin's Highland Ridge Subdivision. A neighborhood of families and well maintained homes, ideally located near abundant choices for shopping, dining, and recreation. Our home at 2937 College Lane is approximately 2,560 square feet, built in 1995. Our floor plan features three bedrooms and two and half baths. This beautiful home is a great catch! The house features a brand new kitchen with island and breakfast area. Natural hardwood flooring, ceramic tile, and crown molding run throughout the home. There is a cozy family room located on the first floor with surround sound speaker system. The master suite includes a Jacuzzi tub, double sinks, and separate vanity area. Other amenities include a gorgeous entryway and two car garage with attic. The exterior features a spacious backyard with covered patio ideal for entertaining. Local schools are Wyatt Elementary, Post Falls Middle School, and Trenton High.-- Again you can get the most current price now on this fine home, by pressing zero, and you can receive all the details by fax at any time by pressing three, and our home hotline will prompt you to receive valuable information, including a feature sheet, floor plan and survey when available. All this for free...our way of saying thanks for calling 'John Smith's 24 hour home hotline."*

**Free Master Greeting:** The Master Greeting is the initial greeting that the caller will hear prior to entering an extension number. You may keep the default greeting, have Arch use the below script inserting your name where appropriate or you may write your own.

**SAMPLE GREETING** ◀ **Double-Click on the Paperclip (📎) to listen to a sample recorded by our professional voice talents.**

*"Hello and welcome to John Smith's 24 hour property hotline. Please enter the extension for the property or information you would like information on. You may press "0" to speak to me at anytime."*

**Fax-on-Demand Brochure:** You should consider providing a fax-on-demand brochure. This brochure will be automatically faxed to the prospect if they request it. We suggest you keep the brochure to one or two pages. Example fax brochures:

- MLS Listing – Tip: many MLS systems allow you to send a web link for a property via email. You can provide us the link if you'd like to provide the MLS listing description as part of your available fax-on-demand materials.
- Property feature sheet
- Marketing materials for your business
- Sellers Disclosure
- Informational Report

## HOW TO SEND THIS INFORMATION TO ARCH

Simply attach the script of your choice in an email to [setup@archtelecom.com](mailto:setup@archtelecom.com) or fax to (866) 311-1543. In your email or fax include:

- Your Toll Free Powerline Number
- The Extension Number you want us to load the information into
- Your Password
- Your Contact Information in case we have any questions

Once we have set up your first recording, you have the option of using Arch to perform any recording in the future.

The Cost: \$10 per Listing Extension. *Subsequent modifications are an additional \$10.*

If you have any questions or concerns please feel free to contact us at anytime at 1-800-882-9155. We greatly appreciate your business.

Arch Support  
(800) 882-9155  
[setup@archtelecom.com](mailto:setup@archtelecom.com)  
<http://www.archtelecom.com>

## Property Description Template

This template includes several elements that help distinguish a property and is designed to encourage the prospect to contact you for more information. (Note – that’s your opportunity to promote your listing services to the prospect as well!) You do not have to include every element of the template. Feel free to be creative. To use the template, print it out and use the blank lines to jot down your script. When finished, you can fax or retype the complete script in an email as described above.

**Mailbox:** \_\_\_\_\_ **Extension:** \_\_\_\_\_ **Password:** \_\_\_\_\_

“You can get our most current price now by pressing zero!”

**Your subdivision description:** (Sample) Welcome to Austin’s Lost Creek Subdivision.

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**Your neighborhood description:** (Sample) A neighborhood of families and well maintained homes, ideally located near abundant choices for shopping, dining, and recreation.

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**Your area description:** (Sample) It’s easy access to I-35, Hwy 183, and 290 East means it’s a short drive to many of Austin’s largest employers.

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“Again, you can get the most current price now on this fine home, by pressing zero.”

**Your home description:** (Sample) *Our home at 12431 Winding Trail is approximately 2740 square feet, built in 1982 and very recently updated with granite counter tops, top grade carpet and tile, and interior paint. Our floor plan features four bedrooms, three and a half baths, formal living and dining, and a family room with gas log fireplace that opens to the breakfast area and kitchen. And upstairs you'll love the spacious secondary bedrooms, and an awesome master suite with dressing area, and his and her walk in closets.*

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**Your yard description:** (Sample) *The backyard features a shimmering swimming pool, and a hot tub built into an oversized deck.*

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**Your local schools description:** (Sample) *Local schools are exemplary rated Bernice Hart Elementary, Webb Middle School, and Reagan High School.*

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**Fax on demand information:** (Sample) *You can receive all the details by fax at any time by pressing three, and our home hotline will prompt you to receive valuable information, including a feature sheet, map, floor plan and survey when available, the seller's disclosure and much more. Also, we have even included a special report on how to sell your home for the most money along with a special bonus on ten simple steps in buying your next home with little stress.*

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**Closing statement:** (Sample) *All this for free... our way of saying thanks for calling the Smith's Team's 24 hour home hotline.*

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