



AGENT USER GUIDE

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Step 1- Set up your agent toll-free number main menu greeting

If a caller dials your agent toll-free number directly, you can choose to use the default greeting provided:

“Thank you for calling my 24 hour real estate information line. Please enter the advertising extension found on your ad now. Dial 7 to speak with me or remain on the line to leave a message.”

Or you can choose to record your own custom greeting:

Sample- Thank you for calling Cameron Paterson’s 24 hour real estate information line. Please enter the extension found on your ad now. Dial 7 to speak with me or remain on the line to leave a message.

Possible options to give your caller from your main menu include:

- **Dial the advertising extension** found on your ad (This will take the caller to recorded information)
- **Dial 7** to speak to a live agent (This will forward to you.)
- **Dial 9** to repeat this message
- **Remain on the line** and leave a message after the tone (these messages will be left in your mailbox)

How to Record Your Main Menu Greeting

- **Dial your agent toll free number**
You will hear the default greeting come on.
- **Dial STAR 6 (* 6)**
- **Enter your agent PIN followed by #**
- **Dial 2 to begin recording**
Once you have recorded your message, press any key to stop recording. The system will give you three options: press 1 to listen to the message, press 2 to re-record, and press 3 to save.

Step 2- Set up your mailbox greeting

This is the recording a caller will hear if you are not available to take a live call.

Sample- You’ve reached the voicemail of Jan Sanders. I am currently either on the other line, or you’ve reached me after hours, but your call is very important to me. Please leave your name and number after the tone, and I will return your call as soon as possible.

- Dial your agent toll-free number
- Dial * and your personal mailbox number you’ve been assigned
- Enter your PIN followed by #
- Dial 5 for your mailbox set up
- Dial 1 to enter your greeting set up
- Dial 2 to record, and then dial any key once you’re finished
 - Dial 1 to listen
 - Dial 2 to re-record
 - Dial 3 to save

Step 3- Set up your forwarding numbers if you want to take your calls live

These are the numbers we will forward your caller to if they dial your personal mailbox number from the main menu, or if they request to speak to a live agent from within one of your advertising extensions. Once a caller requests to speak with you live they will be placed on hold with hold music as we try to locate you on the list of numbers you provide. You can set up as many follow-me numbers as you wish and even select days and times of the week to forward to particular numbers.

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Click on your personal mailbox in the left hand margin
- Click on “Numbers”
- Add your forwarding number/numbers

Step 4- Set up your call-back/pager notification numbers- *optional*

Call-Back Notification

Call-Back Notification will call you immediately to let you know someone has just called into your system, whether they left a message or not. It will state the caller’s phone number along with the extension the caller dialed. If you are not available to take the call, a second call-back will be made in two minutes, third call-back in five minutes, fourth call-back in 15 minutes, fifth call-back in 30 minutes, sixth call-back in one hour, and then a call-back every hour thereafter until the message is picked up.

Pager Notification

Pager Notification will page you immediately to let you know someone has just called into your system, whether they left a message or not. Your toll free number, the caller’s phone number along with the extension the caller dialed will be displayed on your pager.

NOTE: If you would prefer to only be called or paged when an actual message is left, please send an e-mail to support@freedomvoice.com or call 800-477-1477 ext. 2.

This feature is great when used with your listing presentations. Demonstrate the power of your technology right in front of their eyes. Before going to your listing presentation, record the information about their home in one of your 100 unique extensions. When meeting with the sellers, have them call your toll-free number and listen to the information about their home. They will be pleasantly surprised when your pager or cell phone instantly goes off notifying you with the information of the person calling on their listing! This will give your sellers the confidence that each and every prospect will be contacted; no prospect will be left untouched! Allow them to hear all the great selling points you have made about their house, and also to request the fax back document you have loaded of the homes spacious floor plan. This is sure to impress them!

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Click on your personal mailbox in the left hand margin
- Click on “Numbers”
- Add your call back or pager numbers

Step 5- Set up your call announcement

Call Announcement will announce the mailbox name to you on a forwarded call, giving you the option to take the call or send the caller to voicemail instead. You may record whatever you'd like for your mailbox name.

A caller dials one of your ad extensions, and they are instructed to dial 7 to speak with you. When the caller dials 7 there will be a recording that says, "Please hold while we transfer your call to _____." The blank can be whatever you like, maybe "Jan Sanders." The only thing that you will record is the name of your mailbox, the "Please hold while we transfer your call to" is provided by FreedomVOICE. The caller will then hear hold music while we try to find you. When you pick up the phone, you will hear a recording that says, "You have a call for Jan Sanders, dial any key to accept this call." If you choose to take the call you will dial a key, if not the caller will be sent to your personal mailbox where they can leave you a message.

- Dial your agent toll-free number
- Dial * and your personal mailbox number
- Enter your PIN followed by #
- Dial 5 for your mailbox set up
- Dial 6 for your call announcement set up
- Dial 2 to record, and then dial any key once you're finished
 - Dial 1 to listen
 - Dial 2 to re-record
 - Dial 3 to save

Step 6- Set up your advertising extensions

Your office will assign you your own unique advertising extensions where you have the ability to provide recorded information about your listings or other unique marketing ideas. Visit your Marketing Library in WebLINK for more ideas (details on page 6). See the sample extension greetings below for some sample scripts. Each time your office sets you up with an extension, you will receive an e-mail with the exact extension that has been set up for you.

Sample Extension Greeting

For a Property:

Thank you for calling Jan Sander's 24 hour information line about the beautiful ranch style home located at 2412 W. New Hampshire. This horse property sits on 1.2 acres. This is an elegant home with 4 bedrooms and 2 baths with 2 fireplaces. This home is available for \$375,000 with owner financing and no bank qualifying. If you would like more information about this home you may press 7 to speak with me at anytime or leave me a message here in a moment. You may also have complete details about this home faxed to you by pressing 6. If this home doesn't sound like the perfect home for you I also have many other homes in this price range and others. For information on other homes available please dial Extension 120. Again thanks for calling, here comes the beep you may leave me a message or press 0 to return to the main menu. <BEEP>



Follow-up Property Script like Extension 100 above:

In order for me to customize a complete, computerized list of properties that will meet all of your home buying criteria; at the end of this message please leave your name, mailing address, e-mail address if you have one as well as what specific price range you are looking for. I will then use our 4 exclusive wholesale databases of properties in addition to the local MLS to customize a print out of all properties available that may fit your needs. I will then super rush you the customized print along with descriptions, prices and addresses.

Also, I have two separate info packs. If you are planning on making a move in the next 6 months, there are several other pieces of information I need to include for you. So if you plan on moving in the next 6 months please request package #1. If you plan to move in 6 months to a year please request package #2. Ok my friend here comes the beep, please leave you name, mailing address, e-mail address if you have one, your specific price range as well as which package number you would like to receive. Thanks for calling and have a great day!

For an Advertisement:

Thank you for calling Jan Sander's 24 Hour Information Line. Here in a moment you will have the opportunity to leave your mailing address so I can super rush you all the information about the "6 Things You Must Know Before Buying a Home". Also, I have two separate info packs. If you are planning on making a move in the next 6 months, there are several other pieces of information I need to include for you. So if you plan on moving in the next 6 months please request package #1. If you plan to move in 6 months to a year please request package #2. Ok my friend here comes the beep, please leave your name, mailing address, e-mail address if you have one as well as which package number you would like to receive. Thanks for calling and have a great day! <BEEP>



FREE

FREE HOME BUYER REPORT

A FREE report has just been released that shares little known ways to stop paying rent and own a home of your own. Call 1-800-555-1212 ext. 112 toll-free 24-hrs, recorded information and your free report.

Offer expires 9/05

• **Possible options to give your caller from your advertising extensions include:**

- **Dial 0** to return to the main menu
- **Dial another advertising extension**
- **Dial 6** to receive a fax-back document (*See page 6 for instructions on loading your fax-back document*)
- **Dial 7** to speak to a live agent (*See page 4, Step 3 for instructions on setting up your forwarding numbers*)
- **Dial 9** to return to the previous menu
- **Dial #** to repeat this message
- **Remain on the line** and leave a message after the tone (system will beep and allow your caller to leave a message in your personal mailbox).

Make the Recordings for Your Unique Advertising Extensions

- Dial your agent toll-free number
- Dial the advertising extension number you want to set up followed by *2
- Enter your PIN followed by #
- Dial 2 to record, and then dial any key once you're finished
 - Dial 1 to listen
 - Dial 2 to re-record
 - Dial 3 to save

Load any fax-back documents that you would like your callers to be able to request

- Dial your agent toll-free number from your fax machine
- Once you hear your recording come on, dial the advertising extension number you want to load the fax for followed by *3
- Enter your PIN followed by #
- You will be prompted to "Please press start on your fax machine now."

Mirrored AdTrakking Extensions

Your office will always assign you an extension that starts with a "1". The reason for this is for each of your extensions you also have 4 mirrored extensions that start with a 2-3-4 and 5 to allow you to track the effectiveness of different advertising mediums. For instance, if you are assigned extension 105, you also can use extensions 205-305-405 and 505. Whatever recording and fax you load

into extension 105 will automatically be placed into extensions 205-505 without having to do anything at all. You will automatically always have access to the mirrored extensions if you choose to use them. You can only load unique recordings and faxes into extensions starting with a “1” however you then have the ability to use the mirrored extensions to track advertising. You may place extension 105 on your sign rider, extension 205 in the paper, extension 305 on a flyer, etc. We will then send you detailed statistics on a daily, weekly, and monthly basis outlining the effectiveness of each advertising medium.



Why Mirrored extensions are so valuable?

One of the huge benefits of using mirrored extensions is it allows you to track what advertising dollars are working for you and which are not as well as taking advantage of the marketing that is working across your other advertising mediums.

For example, let's say you have developed a great classified advertisement that is generating a lot of calls into your AdTrakker. If the classified ad is doing well in the newspaper it will more than likely work great as a postcard, on the back of your business card, in a Homes Magazine, in your newsletter, and many other places throughout your marketing.

So you just duplicate the ad and put it in the places mentioned above. The only change you need to make is the extension number. The only variable you have is where you are placing the ad because with the mirrored extensions the recording is exactly the same and if you duplicate the ad that is working the ad is exactly the same. You can then eliminate the advertising mediums that are not working well and put more dollars into the ones that are.

Checking Your Messages

By Web

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Select your personal mailbox from the left hand margin
- Select New
- Click on the blue “Message” link to listen to your message.

By Phone

- Dial your agent toll-free number
- Dial * and your personal mailbox number
- Enter your PIN followed by #
- Dial 1 to listen to your new messages

By E-Mail

Fax and voice messages left in your mailbox will be delivered directly to an e-mail address of your choice. Voice messages will be delivered as wav attachments that you can click on and listen to directly from your computer and faxes will be delivered as tiff attachments that you can click on to view the actual fax. Set up your e-mail delivery address:

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Select your personal mailbox from the left hand margin
- Click on “Properties”
- Scroll down to the “Email Addresses”
- Enter your Email Address

Changing Your PIN/Time Zone/Message Delivery Options

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Select your personal mailbox from the left hand margin
- Click on “Properties”
- Click on “Change Password”
- Enter your current PIN
- Enter your new PIN

Marketing Library

We have partnered with Brian Rodgers, one of the most popular real estate trainers in the U.S to put together a marketing library to help you gain the qualified prospects you will need to succeed. We will teach you how to acquire hundreds of clients by combining proven marketing campaigns and advanced communications technologies. You have access to:

115+ Page Marketing Manual Outlining Proven Marketing Campaigns

Brian Rodgers, Real Estate Speaker/Trainer, has taught his systems to more than 75,000 REALTORS® through his company BRSeminars. He has teamed up with FreedomVOICE Systems to create a complete marketing manual, The PowerLeads Marketing System for Real Estate. This manual details proven marketing campaigns and presents advanced communications technologies. As one of the first professionals ever to use and teach this type of marketing in the real estate industry, Rodgers is uniquely qualified to write this manual. His long track record has given him a solid understanding of what does and doesn't work when it comes to using a call-capture system for marketing and business management. He is a true believer that, while this is one of the most underused methods for automatically generating new leads for real estate professionals, it can generate significant profit.

Marketing Toolkit

In addition to The PowerLeads Marketing Manual, you also receive a Marketing Toolkit that contains a selection of professional, proven marketing materials and tools. Everything is provided in an easy-to-customize format, and the entire toolkit is available for you to download right to your desktop. You can personalize all of the marketing materials with your



toll-free number and personal advertising extensions. The Marketing Toolkit has been used and tested successfully by hundreds of REALTORS® throughout North America.

- Ads (Buyer Ads, Seller Ads, Talking Ad Templates)
- Follow Up (Buyers, Sellers, Expireds, Farming Letters, FSBO)
- Business Planning Tools (Weekly Activity Template, Business Plan Worksheets, Time Tips)
- Direct Mail Flyers and Faxes (Buyers and Sellers)
- Direct Mail Letters (Buyer Systems, Expireds, FSBO, General Prospecting, Neighborhood, Sellers)
- For Sale By Owner Systems
- Expired Systems
- Free Reports (Buyer, Seller, and Investor)
- Postcards (Buyers, Sellers, Expired, FSBO, Just Listed)
- Marketing Campaigns
- Newsletter Systems
- Preloaded Faxes and Recordings
- Scripts
- Tools for Learning How to Write Your Own Ads
- Fax-back documents
- Consumer E-books and much more.

Unlimited E-mail Support by Brian Rodgers, Real Estate Trainer of over 75,000 Realtors

Brian Rodgers and his staff provide unlimited e-mail support to all AdTrakker customers, at no additional charge! They will be available to answer questions using their extensive experience to guide you through making your new technology work for you!

brian@brseminars.com

Access Your Marketing Library

- Go to www.adtrakker.net
- Log-in in the upper right hand corner with your toll-free number and PIN
- Select the “Library” tab along the top of your screen