



gablecookschmid

GCS Public Relations
5060 Shoreham Place
Suite 200
San Diego, CA 92122

P 858.458.5835
F 858.259.8201

www.gcs-pr.com

FOR IMMEDIATE RELEASE

November 1, 2004

Contact: Tom Gable
Gable-Cook-Schmid Public Relations
858-458-5835
tgable@gcs-pr.com

FreedomVOICE Launches Version AdTrakker 2.0; Toll-Free System Helps Real Estate Agents Increase Leads, Provides Consumers Automated Access to Information

ENCINITAS, Calif. – FreedomVOICE Systems has launched version 2.0 of its popular AdTrakker toll-free service, enabling real estate brokers and agents to better connect with potential clients and develop new leads automatically.

Eric Thomas, CEO of FreedomVOICE, the provider of AdTrakker (www.adtrakker.net), said the service enables people interested in buying or selling a house to call a toll free number and hear valuable recorded information in a totally non-threatening manner. If interested, the caller can select from three options: fax-back, call back, or follow me call forward to speak to the real estate agent live. If they aren't interested, they hang up. The system captures the telephone number and, if available, the name and address of the caller, should the agent or broker want to follow up.

“We developed this system after talking with many existing customers and getting input from two leading industry consultants,” said Thomas. “Real estate agents and brokers were looking for new ways to market and measure results in this era of do-not-call lists. AdTrakker is 100 percent opt-in. It gives potential clients a non-threatening way of connecting with a real estate professional while giving agents a precise means of measuring sources of the calls to improve future marketing efforts.”

Thomas said AdTrakker 2.0 helps agents and brokers develop a new level of trust with their customers, provide a more professional image and enhance their marketing skills. The AdTrakker Web site has been redesigned and includes a marketing library, the ability to capture names and addresses and regularly updated news and tips to help agents generate more business. Two noted industry experts, Brian Rodgers and Oscar Marquez, consulted on the evolution of AdTrakker.

Rodgers, who worked with Freedom Voice to introduce the beta version three years ago and who provides ongoing marketing consulting for AdTrakker customers, said AdTrakker can be easily programmed to provide free, automated information to consumers before they are ready to sell. Brokers and agents market the toll-free number through advertising, direct mail, fliers and other means, but not through telemarketing because of the do-not-call lists.

“They can place the same ad in multiple media outlets, but with a different extension to the toll free number for each outlet,” said Rodgers, a popular speaker and consultant to the residential real estate sales industry through his brseminars.com. “When people call and punch in the designated extension from the ad, the system tracks the results. Agents get consumers to call them instead of the other way around and AdTrakker provides data on which advertising generated the most leads to improve future marketing.”

Thomas, FreedomVOICE CEO, said AdTrakker enables brokers and agents to become trusted sources of information. The recorded information can be as brief or as detailed as is deemed appropriate or necessary for the individual market area.

“Consumers select from several options and can analyze the information without feeling any pressure, as they might if they called an office directly,” Thomas said.

Oscar Marquez, who trains real estate agents throughout the U.S. through his Oscar Marquez Seminars (www.omsre.com), said that AdTrakker is a great way to generate more leads. Traditionally agents solicit buyers and sellers using postcards, letters or cold calling. Although this systems works, AdTrakker generates better and more qualified leads. Instead of sitting down and cold calling for five hours, agents can place a specifically designed ad and consumers start calling back. This complies with the do-not-call regulations, eliminates some of the stigma attached to outbound telemarketing and enhances professionalism.

“A normal real estate ad says ‘how much is your home worth – call for a free market analysis,’” says Marquez. “With a new marketing approach through AdTrakker, the ad says ‘call our toll-free number for five ideas for selling your home for more money. Free recorded message, call at your convenience.’ Using this approach, the agent provides real value and builds trust. The free recorded information is key. The potential customer doesn’t have to deal with a pushy sales person or hear 20 reasons why they should meet today. And they can do it at all hours, not just normal working hours.”

And while the AdTrakker provides the consumer with the information they want, the system also captures the name, address and phone number of the caller, and notifies the agent via email, fax or pager of the call.

Marquez said results can accrue quickly.

“One of my clients in New Jersey tested the new system and generated 45 leads the first week the ads came out,” says Marquez.

About FreedomVOICE

Founded in 1996, FreedomVOICE Systems (FVS) develops and markets affordable, feature-rich voice messaging systems and services that enable businesses and professional offices of any size to communicate more effectively with their customers,

clients, patients and associates. FVS developed its own software and, as a result, is one of the few companies in the field with flexible technology architecture, enabling its responsive engineering team to quickly customize a voice message system to any customer's specific needs. The company offers everything from simple 800 toll-free services to more advanced applications, including Unified Messaging, Interactive Voice Response and fax services through its FaxFreedom website www.faxfreedom.com.

###