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**March, 22, 2006**

Contact: Candice Malmstrom  
FreedomVOICE Systems Sales and Marketing Coordinator  
800-477-1477 ext. 801  
Candice@freedomvoice.com

## **FreedomVOICE Launches AdTrakkerMULTI; Toll-Free System Allows Real Estate Professionals to Share and Manage Leads**

ENCINITAS, Calif. – FreedomVOICE Systems has launched AdTrakkerMULTI, a multiple user version of its nationally recognized single user AdTrakker system. AdTrakkerMULTI allows two or more professionals to share the benefits of a toll-free lead capture system, including 24/7 automatic lead generation, lead management, advertising tracking, and innovative listing techniques.

Eric Thomas, CEO of FreedomVOICE, the provider of AdTrakkerMULTI ([www.adtrakker.net](http://www.adtrakker.net)), said, "Real estate professionals often naturally work in groups whether it's in an office setting or working with other professionals in completing a transaction. AdTrakkerMULTI provides an easy to use interface that allows professionals to generate leads simultaneously, stay connected with their buyers and sellers 24/7, and manage their leads."

Thomas continues, "One interesting thing we've noticed is that Mortgage Brokers are buying the system for real estate agents. The service allows mortgage professionals and real estate professionals an easy, fast, and inexpensive way to generate leads at the same time. Mortgage professionals often work hand in hand with real estate professionals. After all, anyone buying or selling a home is often also in the market for a home mortgage. A list of real estate agents is easy to access. Mortgage professionals can develop good will with real estate professionals by providing them with a system that is vital to their success, an effective, state-of-the-art lead generation solution that will turn their callers into buyers and each call into an actionable lead. AdTrakkerMULTI allows the real estate professional and mortgage professional to capture these leads simultaneously.

Thomas, FreedomVOICE CEO, says the AdTrakkerMULTI is also being used by Broker/Owners of real estate offices. Brokers are using the system to

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maintain and manage all office leads as well as leads generated by their agents. The AdTrakkerMULTI technology is also an excellent recruiting tool. Providing lead generation technology gives brokers a one up for attracting new agents.

Tony Geraci, Broker of Century 21 HomeStar in Ohio, said, "In the last year my office has quadrupled, due in large part to my FreedomVOICE System. My FreedomVOICE System allows me to ensure that all leads coming in to my agents, as well as through my office, are being followed up on. There are too many agents that work this business part time, and if one agent doesn't want to follow up on a lead, another agent is always willing, ensuring that no business is ever left untouched."

"We developed this system after talking with our existing customers and getting input from leading industry experts," said Thomas. "We took our existing powerful AdTrakker technology and advanced the platform to accommodate a team environment; allowing those in this industry to feed off each others successes. Real estate professionals use the system to generate leads by providing 24/7 recorded information on their listings. While other real estate offices are closed, our customers are providing information to their prospects. The best part is we capture the contact information of each and every call into their systems and make it available to the mortgage professional and real estate professional in real time 24/7 from any computer in the world."

Thomas goes on to say, "To be successful in the current market, you need to attract not just buyers, but sellers as well. Agents can offer each seller 24/7 coverage and a steady stream of qualified leads directed to recorded information and a fax-back document about their home. Before an agent goes to her listing presentation, she records the information about the home and loads a fax-back document onto one of her extensions. When meeting with the sellers, she demonstrates the power of her technology by asking them to call her toll-free number, accessing the extension associated with their listing. They'll be instantly impressed that she's got 24/7 available information on their home. And, when her cell phone or pager instantly goes off notifying her that someone--whose contact information is instantly available--is calling about their home, they're sure to give her the listing."

Rene Lukes, real estate agent of C21 Beal, Inc. said, "The real estate industry is a very attractive industry, and it's now more important than ever to find competitive advantages to make myself stand out above other agents. When I use FreedomVOICE in my listing presentations, it gives the seller a compelling reason to do business with me over another agent."

Noted industry expert, Brian Rodgers, who worked with FreedomVOICE to introduce the single user version, AdTrakker, four years ago and who provides ongoing marketing consulting for FreedomVOICE customers, said with an unlimited number of extensions included with the voicemail system, there's an endless array of marketing techniques that can turn a call capture system into an unbeatable tool to boost both the mortgage professional's and real estate professional's sales strategy. Rodgers said, "Each can use the features of the system to boost sales through a technique I call Positioning Yourself in the Market as an Information Provider. This technique can be used by both

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mortgage professionals and real estate professionals. This is accomplished by providing information your prospects want, such as, "10 Things You Must Know Before Buying." Place an ad in your local paper advertising, Call 800-888-8888 ext. 100 for FREE (no cost), 24/7 (convenience), Recorded (unobtrusive way to get info) Information on "10 Things You Must Know Before Buying." Once a prospect calls into the system, both parties have captured his contact information."

DeAdria Wright-Davis, real estate agent of Coldwell Banker United Realtors in Columbia, SC, said, "FreedomVOICE has been an important part of building our business. My husband and I, licensed real estate agents, simply followed some of the marketing material and placed a few ads in our local newspaper and wait for the calls to come in. The number of warm leads we get has allowed us to build our customer base to over 100 people in just a few short months. The cost in comparison to some other data capture systems is much, much less, but you get a system that is reliable and that is easy to follow and understand."

"One of the challenges that both mortgage professionals and real estate professionals are facing is the growing costs of advertising," said Rodgers, a popular real estate speaker and consultant to the residential real estate sales industry through his [brseminars.com](http://brseminars.com). "They can place the same ad in multiple media outlets but with a different extension to the toll free number in each outlet. "When people call in and punch in the extension associated with the ad, the data is collected and the system tracks the results. The results are compiled in an easy to read report and delivered to both parties for future marketing endeavors. There's no longer a need to guess what media outlets are working."

### **About FreedomVOICE**

Founded in 1996, FreedomVOICE Systems (FVS) develops and markets affordable, feature-rich voice messaging systems 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 messaging system to any customer's specific needs. The company offers everything from simple 800 toll-free services to more advanced communications, such as Unified Messaging, Interactive Voice Response, and fax services through its FaxFreedom website [www.faxfreedom.com](http://www.faxfreedom.com).

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