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FreedomVOICE Unveils Mortgage Broker Marketing Library Included with AdTrakker and AdTrakkerMULTI; Toll-Free Call Capture Systems Increase Leads and Track Advertising Responses

ENCINITAS, Calif. – FreedomVOICE Systems has unveiled its new marketing library for mortgage professionals included with its 800 call capture systems, AdTrakker and AdTrakkerMULTI (www.adtrakker.net). This new arsenal of marketing materials will not only teach and explain numerous tested and proven marketing techniques involving an 800 call capture service, but also back these techniques up with all of the supporting advertising material, including ads, flyers, e-mails, scripts, and reports that a mortgage broker can use straight from the box or customize with his special touch.

Eric Thomas, CEO of FreedomVOICE said, “Our services give mortgage professionals a new way to generate leads and measure their marketing efforts at the same time. By using a toll-free call capture number in his advertising, the mortgage professional is able to capture the caller’s phone number 100% of the time and the name and address 70% of the time. Not only does the mortgage professional capture the prospects contact information, but also the exact advertisement that the caller came from. This information allows the mortgage professional to not only follow up on the prospect but also gives the mortgage professional a precise means of measuring sources of the calls to improve future marketing efforts.”

Thomas adds, “The mortgage industry is a tough industry surrounded by competition and challenges. We provide a solution to help loan officers and mortgage companies overcome these challenges and differentiate themselves from the competition. Not only are we able to provide the technology that makes this possible, we’ve also teamed up with leading industry consultant, Brian Rodgers (www.brianrodgers.com), who has put together a library of 800 call

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capture strategies that have been tested and proven to work by over 85,000 Realtors® and mortgage professionals that he has taught throughout North America.”

Brian Rodgers, (www.brianrodgers.com), said, “The traditional ways of attracting new customers used by a lot of mortgage professionals including cold calling, door knocking, working friends, family and sphere of influence can and do work but they are very difficult, unpredictable and are getting less and less effective. One of the main problems with these techniques is that mortgage professionals will not continue them on a consistent basis. Mortgage professionals can not survive and be profitable unless they have qualified new clients to work with on a regular basis. AdTrakker is one of the best ways to eliminate the traditional ways of prospecting and replace them with a finely tuned lead generation and client retention machine that will deliver highly qualified, targeted leads to you automatically.”

Eric Thomas, CEO of FreedomVOICE, said, “Our new marketing library for the mortgage professional was designed with a very small learning curve in mind. We want a loan officer or mortgage company to see and understand the benefits of our services and to start implementing the marketing techniques on day one. The marketing manual is easy to read and filled with so many fresh and exciting ideas that it will be tough to decide which one to focus on first. The best part is in addition to giving the mortgage professional a strong marketing foundation, the library also includes a complete marketing toolkit packed with proven ads, flyers, e-mails, scripts, reports and everything else a mortgage professional would need to properly implement the system immediately.”

Noted industry expert, Brian Rodgers, said with 100 or more 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 a mortgage professional’s sales strategy. Rodgers said, “A loan officer 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 is accomplished by providing information your prospects want, such as, “6 Tips for the First Time Home Buyers.” 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 “6 Tips for the First Time Home Buyers.” Once a prospect calls into the system, the loan officer has captured his contact information.”

Rodgers said another powerful strategy he teaches in the manual is teaching mortgage professionals to use the AdTrakker to help Realtors® market their own business while advertising their services at the same time.

Jeff Winder, a top producing loan officer, founder of Winner-Mail for loan officers and AdTrakker user said, “I’ve purchased many systems from other “mortgage marketing experts”. I’ve never had a problem investing in my own business, buying systems, or attending seminars in search of getting that ONE idea that may help make you a tremendous amount of money. You provide more user-ready material than most of these other “experts,” who ask \$300 - \$1000 for their “systems”, that provide little to **no real value**. FreedomVOICE has provided

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me with the perfect combination of technology and fresh marketing ideas at an unbeatable price to help me grow my business.”

About FreedomVOICE

Founded in 1996, FreedomVOICE Systems (www.freedomvoice.com) 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.

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