



FREEDOMVOICE
SYSTEMSSM

CASE STUDY – Real Estate

COMPANY: CENTURY 21[®] HomeStar, Cleveland, Ohio

CONTACT: Asa Cox, Real Estate Agent

MARKETSPACE: Residential Real Estate

THE CHALLENGE:

Asa Cox, a Realtor in Cleveland, knew that to be successful in today's very competitive real estate market, her team had to find a way to capture every incoming call and follow up on all interested prospects, whether or not they left their contact information. She wanted to know who called, from where and to better manage marketing costs, which ad prompted the call.

Further, the team of 4 agents wanted a way to provide listing information to potential buyers whenever they called, 24 hours a day. Asa also sought a way to differentiate her team from other agents with a competitive advantage that would help them win more listings

Luckily, Asa's colleagues already knew about FreedomVOICE Systems.

THE SOLUTION:

The team started using the AdTrakkerMULTI, the feature-rich multiple user call capture service from FreedomVOICE. The system provided each agent with his or her own extensions to a main toll-free number and the technology to capture every call.

"It's a tremendous, cost-effective tool for generating leads and keeping the customer informed and connected," said Asa. "FreedomVOICE has played a major role in growing my business. I closed nearly 300 deals in 2006, a 22% increase over the previous year."

For agents like Asa, the AdTrakkerMULTI system operates like a virtual office and includes image-enhancing features such as an auto attendant to ensure all calls are answered consistently and professionally, call capture to make sure no leads are lost and Follow-Me-Live call forwarding to maintain connectivity. Because of needed confidentiality, important papers can be faxed directly to a

specific agent's computer, not to an office machine where messages are exposed and subject to misplacement.

Agents making listing presentations have found the technology is also attractive to home sellers, especially when call reports itemize each and every call. AdTrakker provides 24/7 recorded information on a seller's home, allowing potential buyers to get the information on houses of interest when it's convenient for them. And the technological advantage makes it easy for prospects to choose the best agent to help them.

One of the unique features of the FreedomVOICE service is its ability to track marketing effectiveness. By assigning a specific extension to each of her marketing activities – sign riders, newspaper ad, flyer or direct mailer, for example – Asa knows immediately what is attracting home buyers and sellers and how to maximize the effectiveness of her advertising dollars.

“Getting back to potential customers when they're hot is the key to success in real estate,” said Asa. “One of the greatest features of the FreedomVOICE system is hitting the “5” button to instantly dial a caller back whether a message was left or not.”

THE BENEFIT:

Last year Asa Cox and her team placed 6th in the world for Century 21, with over 265 homes sold. They are the #1 real estate team in the Ohio and Indiana region.

“FreedomVOICE helps all of us budget our advertising more accurately, follow up on calls and generate terrific call reports for our customers,” said Asa. “The bottom line is we sell more homes because we are in contact with more buyers and can follow up on every call. The FreedomVOICE service is the best tool we have for selling homes. We would never have been as successful without AdTrakker.”

For more information about how FreedomVOICE Systems can configure communications tools that will benefit your business, call us at 800-477-1477 or visit www.fvscorporate.com.



Asa Cox
Buyer Specialist

