



Press Contact:
press@ihouseweb.com

ConnecTel Hotline Service Proves to be a Powerful, 24/7 Lead-Generation Tool for Real Estate Agents

Three case studies of real estate agents who have utilized ConnecTel demonstrate the effectiveness and cost-efficiency of the toll-free hotline service.

OAKLAND, CA, January 16, 2007—ConnecTel, a toll-free hotline that provides recorded information on individual property listings, has proven to be a powerful lead generation tool when utilized by real estate agents and brokers. Launched in April by iHOUSE Web Solutions™, a leader in realtor web site design and online marketing services, ConnecTel is a feature-rich marketing tool that allows subscribers to:

- Capture the phone numbers (and in many cases the names) of people calling for information on a property.
- Keep track of and subsequently streamline their advertising efforts.
- Be instantly notified when prospective buyers call the hotline for information.
- Receive inquiries regardless of the agent's location, even if the call is blocked, via ConnecTel's "smart call" forwarding system.
- Impress potential new clients at listing presentations.

"ConnecTel has more than tripled my calls!" says Claudia Mundlos of Watson Realty in Orlando, Florida. "Plus, now the calls never get lost. And the instant alerts are wonderful. I just press a button to call them back right away. But if it's not convenient or I just don't feel like it, I still have all the info I need to follow up later – everything's tracked automatically. I can even show off the call details to my sellers." Claudia says that thanks to ConnecTel, she has saved over 30% on her advertising spending.

ConnecTel has transformed the business practices of Shawn and Sharon McCormick, of Real Living Realty Services in Beavercreek, Ohio. The number of calls they receive has more than doubled since subscribing to ConnecTel, and the system's reporting features help them to track hot leads. "ConnecTel saves us tremendous time and money," say Shawn and Sharon. "We used to constantly fill our flyer boxes, only to have the weather get to them. With ConnecTel, we never do that anymore. And we're much more effective with how we're spending our advertising dollars based on the wonderful reporting in ConnecTel that shows which ads the phone calls are coming from. It enables us to cut out advertising dollars from certain sources and to spend them more wisely on advertising that works."

While there are similar services, ConnecTel is available at a much lower price than its competitors. "I checked into other systems, but ConnecTel was the best deal by far," says Albin Soto of Beach & Bay Realty in Indian Shores, Florida. "I probably shouldn't be saying this, but ConnecTel is priced way below what it should be. And it's from iHOUSE, who I know and really like." Albin credits ConnecTel for helping him close two more deals per month that he wouldn't have otherwise landed.

For more information or for a free, no-obligation trial of the ConnecTel service, visit www.ihouseconnectel.com.

About iHOUSE Web Solutions

Since 1986, iHOUSE Web Solutions, a division of CIS Data Systems, Inc., has provided real estate professionals with Internet tools to build their businesses. Through continued, successful designs of user-friendly real estate agent websites and other products for real estate web site promotion, iHOUSE has built a network of 11,000 customers, and maintains IDX data feeds with nearly 300 MLS's nationwide, representing nearly two-thirds of all listings in the U.S. iHOUSE web marketing solutions include **iHOUSE** websites, **IDXPro** MLS Search Solution, **LocalNet** listing service, **Spotlight** single-property websites, **VTShowcase** virtual tour manager, **ConnectTel** toll-free hotline service, and **MarketReach** email marketing.

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