



Innovative New Telephone Technologies Deliver Convenience and Security

By Neil Vineberg

Today, two new telephone technologies—**MyPrivateLine** and **Click-and-Connect**—are improving the way real estate brokers do business.

Click-and-Connect is a phone service for Realtors that adds convenience for individuals inquiring about properties and homes online.

Click-and-Connect makes it easy for buyers to call sales agents from their computers. With just a click on a home-for-sale or a home listing, buyers can dial a designated agent in real time and connect instantly via telephone to ask a question, make an appointment or close a deal. The service also delivers business analytics that enable real estate firms to better target local advertising and improve the online sales experience. Click-and-Connect will increase the number of hot prospects or leads that Realtor will receive by allowing online home buyers to connect by telephone with real estate agents, with a click of a mouse.

PrivateTel CEO Dan Kaluzny points out, “Click-and-Connect is a strategic bridge between a broker’s online and offline sales channels. By enabling high-value home buyers to immediately reach an agent, Click-and-Connect helps agents close more sales and increases customer loyalty.”

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Real estate firms operating their own websites can install Click-and-Connect with no equipment or software to purchase. The service can be integrated with any websites used in a Web-connected desktop application, managed online and linked with customer databases. The software lets individual agents direct calls to their home, business or mobile phone number.

For the individual real estate agent, **MyPrivateLine** is a privacy tool that lets agents receive phone calls at home, while keeping their home number private. MyPrivateLine uses toll-free numbers to route incoming calls anonymously and safely to another, hidden phone number of the real estate agent’s choice. In this way, agents working from home are protected from divulging any personal information to people who are not fully known to them.



Click here and talk about a property: Click-and-Connect makes it easier for Web-based individuals inquiring about properties and homes online to reach agents by phone. The service adds telephony to websites. It integrates easily with Realtor websites.

According to personal security expert Robert Siciliano, "Every time real estate agents give out a home phone number, they are at risk. MyPrivateLine helps agents interacting with strangers to create a safer work environment. It is the only phone number you need to keep your personal information private."

Taking mere seconds to set up, real estate agents can receive their own personal toll-free phone number, and have that number forwarded to any other phone number they want. They can also change the number the calls are forwarded to anytime, from anywhere, and calls can literally follow them on the go (even internationally). MyPrivateLine also features a private voicemail service to receive messages the user may not want left on the voicemail or answering machine their calls are being forwarded to.

You can find out more about PrivateTel's services, including MyPrivateLine and Click-and-Connect, by visiting www.PrivateTelSolutions.com

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