

The Mortgage Professional

Volume VII, No. 1

"Information you can use"

January, 2002

Save Time by Learning More Message Delivery Techniques:

Broadcast Faxing

Law specifically prohibits junk faxes. Is it appropriate to fax a product highlight or announcement to your referral sources? You have to be careful that the fax could not be construed as unsolicited, but we are in an industry which is so "Fax-Dependent" that people rarely react negatively to occasional transmissions that are not too invasive. For closers, processors and underwriters there may be a defined need to be able to disseminate time-sensitive announcements – such as closing schedules or product updates.

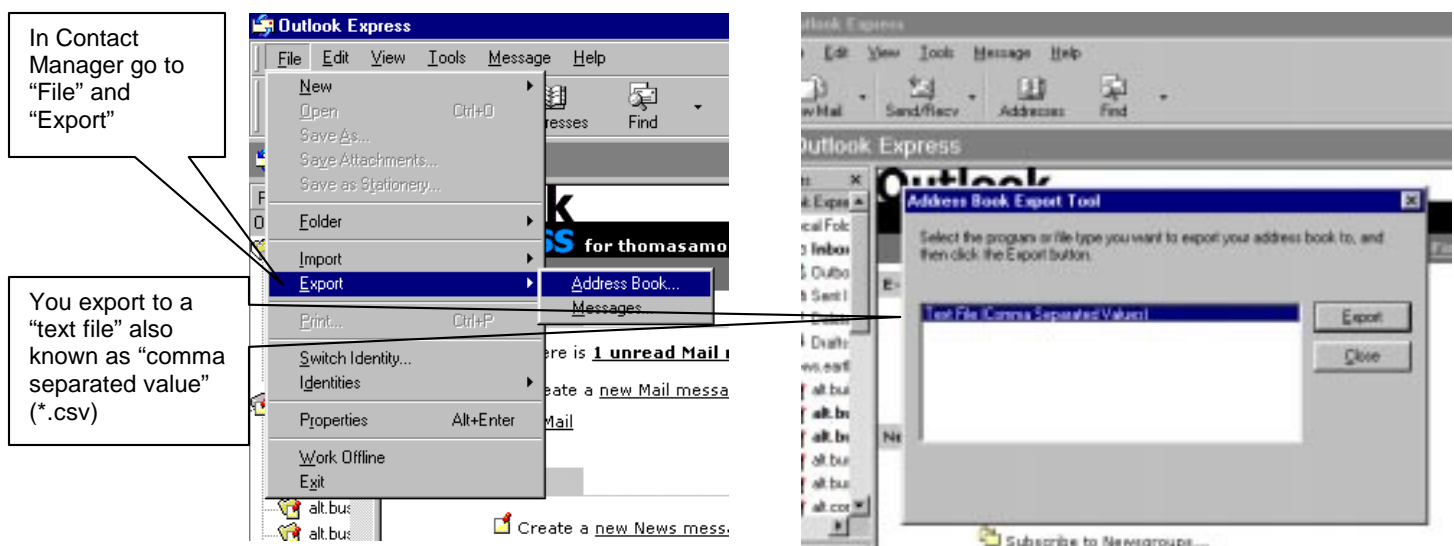
If you have a program announcement that has general appeal or value – a good example is when there are changes in the maximum underwriting guidelines, rates or a new program - and you want to bring it to the community quickly, one fast delivery method is the broadcast fax. For a loan officer, it is an easy way to maintain presence.

Using your computer as a fax machine is just like printing – you just choose your fax program as the printer instead of the local or physical printer. A fax broadcast feature programs your computer to send the same document to multiple numbers one at a time while you go on with your day.

Your computer came with a modem, or you upgraded to a faster modem. That modem came with fax software. That program will ask you to import contact information – specifically the name and fax number – so the program knows who to send the fax to. Each program is slightly different, but the bottom line is the same get your contacts into a format that your fax program can use. We recommend Bitware Fax, if you don't have one.

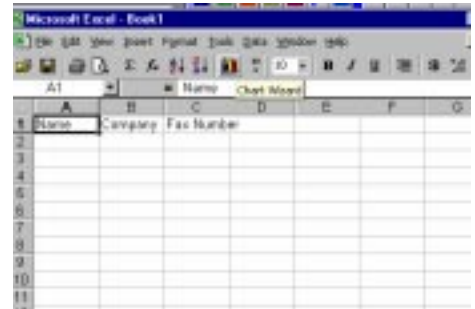
Step 1 – Export Data from Contact Manager

Hopefully, you always get fax numbers for your contacts, prospects and business sources as you are learning about their business. If you use Outlook, Outlook Express, ACT!, Goldmine or any contact management software, you should be able to export that data to the fax program by using field mapping – by converting your contacts to what is called a Comma Delimited (*.csv) format.



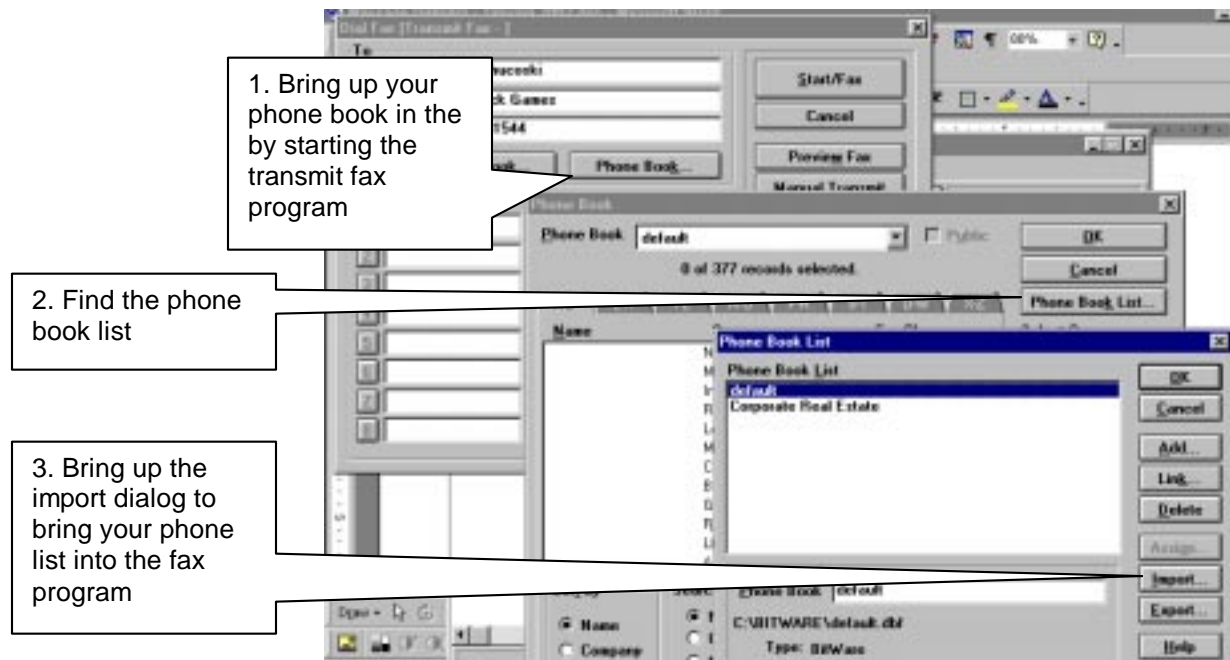
Step 2 – Sort Through the Data Using a Spreadsheet

The *.csv format allows you to sift through all the information in your contact management program and only deal with the data you need to in order to execute a broadcast fax. You do this by opening the .csv file in an Excel or other spreadsheet, and eliminating anything except the contact's name, company and fax number. Save the file on your computer as a file you can easily locate.



Step 3 – Import the Data to Your Fax Program

Open the fax program and follow the directions for importing a phone book.



Step 4 – Print to the fax and select the recipient phone list

Once you have created your document or flyer, you simply “print” it to the fax. When the fax program asks to whom you wish to send it, you select the entire phone book or group.

From the “print” menu, select your fax program instead of the printer.



The Mortgage Professional

Quick-Start Publications

www.quick-start.net

2192 Canterbury Way

Potomac, MD 20854



Loan Officer's Practical Guide to Residential Finance

2002 Version now available

www.quick-start.net/onlineord.htm