



Contact Us

Call Center 866-441-2010

Adult Communities 732-262-0191

Ocean County Regional Sales & Support Center 866-4VELTRI

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COMPANY QUICK LINKS

Consumer Property Information Press 1

Availability & Appointment System Press 2

Company Directory Press 3

Ocean County Support Group Press 5
oceansupport@veltrirealtors.com

Accounting Press 6
accounting@veltrirealtors.com

Agent Services Press 7
agentservices@veltrirealtors.com

Referral Hotline Press 8

Call Conferencing Press 9

Employment Careers Ext. 401
careers@veltrirealtors.com

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the boomers (known as "Silver Surfers"), and Twitter is literally everywhere.

Social media is, of course, all about those relationships: Realtors can reach out to their customer base through personal Web sites like Facebook, blogs, Tweets, YouTube videos and live broadcasts, to name a few possibilities. All of these marketing methods are free, and none requires a significant investment in equipment.

Our company encourages the use of social media as an important sales tool. Please remember, however, that social media is never private, and anything you say or do using a social media tool is a reflection on you as a professional and, by association, on our company. Social media gives you the ability to publish things that will never go away, and which can be circulated endlessly. You can't take your electronic words back, and they don't die in time or distance. Be smart.

VELTRI CONFERENCE & TRAINING CENTER OPEN

35 Beaverson Blvd.
Brick, NJ 08723

VELTRI OPENS AGENT SERVICES DEPARTMENT

You have spoken and we have listened! Now, each one of our sales associates has their own "go to" person who will



assist with many of the tasks sales associates hate like:

- Property Flyers and Brochures & photo tours
- Preparing lists from FSBO's, tax records, mailing and more
- Folding, envelope stuffing
- Uploading photos and disclosures to the MLS

Just about anything you can think of our agent services department can produce.

This Month's Technology Tip

Ooops!

Have you ever sent an email and forgot to attach the file? I know I have. If we change the order in which we handle this simple task we can save critical minutes and hours each month.

Fewer Clicks Saves Time

Most of us start with opening a blank email message, type in the recipient, the subject and maybe even the body of the email before we attach our file. Then we click on Insert, Attach, and locate our file within a few more clicks.



Streamline attaching files to emails...

When you are looking at your list of files (i.e. My Documents or your Desk Top) to attach a file to an email follow these 3 steps:

1. Simply Right click on the file you wish to attach to an email
2. Scroll to "Send To"
3. Select "Mail Recipient"

Boom! A new message opens up with the file attached



1012 Cox Cro Road
Toms River, NJ 08755

Jump on board...we're going places!

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THE REAL ESTATE
INDUSTRY

HigherGround

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Welcome New Sales Associates



Cynthia Veltri
Vice President
(732) 600-0304

I am very pleased to announce the following sales associates have joined our company.

TEAM ALTMAN

Sara Lisa Fallon
Claire Feiden

TEAM SHAFFERY

Debra Borelli
Theresa Carsillo
Daniel DeAquino
Diane Maffei
William Setteducato

TEAM GRESS

Donna Gagliardi
Judith Halka
Mitchell Halka

Check Out Our On-Line Calendars

Upcoming Events Veltri Home Page

Here you will find posted public and broker open houses, public workshops, training sessions, company meetings and rally's and MORE!

Up-Time Schedule Veltri Virtual Office Page

Here you will find our up-time schedule for those who want to do both "traditional and virtual" floor time.

Repositioning Ourselves for the Future

By Albert S. Veltri, President & CEO



Rationale

With the economy in a tailspin, unemployment rising at a steady rate, and real estate, in general, continuing to be sluggish companies are forced to cut costs and look at innovative ways to stay in business. As we go to the of-

fices and in speaking with other Brokers and agents as well as reading reports and articles about the industry we find there are few agents working from their offices. Most just come in to do their floor time or work on files and then go home.

For us, we have taken a most innovative route that will help us control costs while increasing and building our company and entering into new markets across New Jersey and beyond.

Virtual Technology

Recently we have introduced our new Transaction Management System. It has taken off and is successfully integrated with our company. This means that there are no more files in offices and sales associates can access them 24/7 from any computer or Smart-phone.

The second phase of repositioning ourselves for the future is our GreenLEADS System. This is a system of handling up calls, Internet Leads, Appointment & Availability calls, and Referrals. The system consists of a call center which is located in Toms River. All calls are answered by a live call coordinator and logged into our system for previous call and tracking. The system is designed to allow our sales associates a choice whether to do "traditional" (*in-office*) floor time or "virtual" (*out of office*) floor time. Calls come in and immediately get routed to the sales associate via their

smart phone or email.

The third phase of repositioning ourselves for the future is our Internet Based Telephone System. This system will handle the day-to-day, business to business calls. Our virtual receptionist will answer the call and route it directly to the sales associates' phone of choice. Our sales associates have full control via a personalized dashboard to direct calls via our exclusive "follow-me forwarding".

Office Realignment

Considering all of the factors above, we find that we no longer need "branch offices" other than corporate and regional sales and support centers located in each County in New Jersey. We do see a need, and this is part of our overall plan, for small "conference centers" or "drop-in centers" that are conveniently located for our sales associates to meet buyers. We currently have one in Lavallette and Monroe Township and are looking into markets elsewhere. As of this date we have secured approval to use any Starbucks location throughout New Jersey and we are currently in discussions with local attorney's, mortgage companies and banks. This opens up the door for our growth in contiguous markets throughout New Jersey.

January/March 2010 - Expand our operations to Florida utilizing the same call center and transaction management system already in place to increase profits from revenue.



Corporate Offices
Regional Sales & Support Center
1012 Cox Cro Road
Toms River, NJ 08755
1-866-4VELTRI ~ TOLL FREE

Ethics Don't Leave Home Without It

Smart home buyers and sellers realize they need the expertise of a REALTOR® in the sales process. And only REALTORS®, who are members of the National Association of REALTORS®, follow a time-tested Code of Ethics, where other real estate licensees may not. Our company is committed to adhering to and maintaining a high ethical standard.

Real Estate Without Borders

Internet-capable handheld devices are deploying typical office functions in the field, allowing real estate professionals to be increasingly less reliant on a brick-and-mortar brokerage building. Today's real estate office can be a car, a coffee shop or most any location within reach of a signal tower or Wi-Fi hot spot. An increasingly virtual brokerage office can serve many purposes.

Software Virtual Phone System Handles B2B Calls

It's not our fathers' phone system! Inbound general business calls are handled by our Virtual Receptionist and routed to the appropriate sales associate. Our belief is that an extension is not just for a desk...it's for our sales associates and rings wherever they designate the system to call them at.

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New Management Model

We have designed a new management model that allows our sales managers to work in teams rather than offices. This allows them to concentrate on performance and not have the responsibilities of the day-to-day office operations of the traditional office manager model. Our managers are typically top agents who want to earn residual income from recruiting, training and retaining a team of sales associates. They maximize their time and effort to earn a split well above the 100% level.

Sales Associate Evaluations

It is our intention to raise the level of competence and production in our company. We started by creating a 3 transaction minimum per year. We have simultaneously increasing our compensation rate from 50% to a generous 60% to attract top talent.

VELTRI CALL CENTER A HUGE SUCCESS

Since we opened our call center in August our sales associates have greatly benefitted by receiving

leads from the entire company inventory. Our conversion rate has also increased due to the quality of sales associate and sales management oversight.

VELTRI OPENS MANAHAWKIN MARKETING & CONFERENCE CENTER

In keeping with our overall growth plan we are opening small local marketing and conference centers that are located in larger markets for the convenience of our local sales associates. These centers are fully equipped with the latest computers, fax and copying capabilities.

Our Manahawkin Marketing & Conference Center will be open for business November 1, 2009 and is located at 566 East Bay Ave.



INTERNET ENHANCEMENTS INCREASE LISTING EXPOSURE



Your Listings Everywhere.

Point2 Agent provides the largest syndication network in the industry with over 35 syndication partners, displaying listings on over 300 destinations.



Listingbook™ is an MLS-wide online service that connects agents and their clients through an integrated platform of client management, sales productivity and direct marketing tools.

Listingbook™ automates, tracks and analyzes client activities in an agent-managed, real time environment that encourages collaboration and communication.

THE VELTRI e-TRANSACTION

The residential real estate transaction has traditionally been a lengthy process, filled with tightly controlled scheduling and passing back and forth of documents. There will be a major reduction in the time and tedium associated with the typical transaction as a result of e-Transaction platforms. The online transaction file allows faster, simpler collaboration between all the participants in the transaction, with the REALTOR® maintaining strict control over document access.

The system streamlines document management, communications, and automated tracking, enabling a smoother closing process. Imagine an online vehicle that enables all of the participants in a given transaction to communicate quickly, pass documents, inspections, approvals and authorizations between the buyer, seller, broker, lender and more. Transaction management will not replace client interaction; rather, it will enhance the communication and availability of the REALTOR® while allowing the agent to maintain audit trails and communication records.

and the leads are few. Make each and every opportunity count. Keeping you accountable is our goal as management and your responsibility as an agent. Always keep in mind Up time is not a right it is a Privilege!

VELTRI EXPANDS MARKET RANGE WITH DROP-IN CENTERS

As part of the company's overall growth strategy we have teamed up with Starbucks to allow our sales associates to meet buyer clients at any one of their 183 locations across New Jersey. Since we already list homes across New Jersey, buyers like to deal with someone at a local area where they are looking to buy a home and now we can accommodate them with an easily recognizable and findable location. All Starbucks asks is that we spend some money there by offering our clients coffee and



SENIOR TALK



By Helen Gress, SRES Sales Manager (732) 779-3405

Older Americans use technology extensively.

I have been reading many articles lately pertaining to seniors and technology of today. To my surprise Americans in their 50s through 70s use many consumer electronic technologies at rates much or almost the same as those of younger age segments of the United States population.

Some studies indicate that consumers in their 50s are as likely to own, or have bought an HDTV as those under the age of 50. Eighty % of 60 something's has used or purchased a cell phone in the past year. Nearly equal the usage rates of 18-34 year olds.

Surprise, surprise, 20% of adults ages 55-64 send text messages, up from 2 years ago which was at 13%. Seniors have found that their children respond faster to a text message than leaving a message.

Additionally, 71% of 60 something's used an internet search engine in the past year, compared to 77% of 18-34 year olds.

As a real estate professional, seniors are coming to me already knowing what retirement village they want to explore and which model home fits them best, which contributes to seniors exploring the net prior to walking into my office.

Kudos to all seniors for keeping up with our fast changing world of technology!

EYE ON IT Current Industry Trends



By Ronald Shaffery Sales Manager (732) 232-0904

The use of social media is skyrocketing, as we all know. And myth No. 1 is that it's the young people who are signing up and twittering about what they ate for breakfast and who they're sitting next to at the beach. Wrong! Facebook is being inundated by

Veltri Vernacular

Regional Sales & Support Center

A large facility that is located in each County and houses our Call Center, Transaction Management & Processing, Accounting, Sales Managers and sales associates.

Marketing Center

A smaller version of the Regional Sales & Support Center located in larger residential markets and houses Sales Managers and sales associates. This facility is fully equipped with telephones, computers, fax and copying capability. All in-bound up-calls calls & files are handled in the Regional Sales & Support Center.

Conference & Training Center

These locations are used for meetings, public workshops, training and is also available to our sales associates to meet their clients. The facility is fully equipped with computers, fax and copying capability.

Drop-In Centers

These are local business affiliations, like Starbucks, that allow our sales associates access to meet clients.

Up Calls Handled the Smart Way

Up-Calls • Internet • Appointments • Referrals
Delivered In Seconds To Your Smartphone

CHECK IT OUT!

How Do You Like Your Up-Calls... Traditional or Virtual?

Our Call Center can handle both! If you are a sales associate who likes the office or more structured environment you can come in just like you always have and do you "Floor Time" or, if you want the have the freedom to work from home or on the move you may prefer "Virtual Up-Time". Either way we've got you covered!

INTERNET LEADS ARE FREE!

Prospect calls our 800 number.

Immediately the call is answered by one of our highly trained call coordinators who obtains all necessary information and attempts to obtain a showing appointment.

Sales associate, within seconds, receives the email with both prospects & property information directly on their smart phone.

Prospect receives immediate call back and email to their Smartphone/email with property information and assigned sales associate's contact information.

Eliminates the need for an agent to "sit" waiting for the phone to ring!

UP TIME



By Howard Altman Senior Sales Manager (732) 581-0369

Since the inception of Green Leads time that we implemented this month, We have had a tremendous positive response from the eligible agents. We are still encouraging our agents to do traditional floor time as well. Some need to have the discipline of being in an office on a regular basis, while others are embracing our new system. Make the best out of everything you do. In or out of the office your time is precious

