

Building Your Database Software Websites

If you're interested in purchasing an add-on to your current database program or want to learn about mortgage specific database programs, use the links provided below to obtain more information. This is not an exhaustive list. When making a database purchase decision, first decide how you plan to use your database, what you're willing to commit to doing on an ongoing basis and then purchase the software that meets your needs.

Product/Company Name	Web Address	Product Description
Cimmaron Mortgage Manager	www.cimmaronsoftware.com	Mortgage industry specific software
Mortgage Quest	www.emarketfocus.com	Mortgage industry specific software
TransACT!	www.actaddons.com/products/	ACT! software add-on
AspireGold	www.aspiregold.com	Goldmine software add-on
List Grabber	www.egrabber.com	Copies contact information into any software program

Who to Include in Your Sphere

Use the following list as a starting point for generating or adding to your personal sphere. When doing this, don't evaluate the names or worry about addresses. Just concentrate on writing down names.

Family members and relatives	Chamber meeting members
Neighbors	Mechanic
Friends	Minister
Past clients	Family doctors
Former co-workers, employees	Veterinarian
Family members and relatives	Mail carrier
Your child's sports team mates' parents	Dentist
Teachers and parents	Dry-cleaner
High school/college classmates	Hairdresser/barber Accountant
Stock broker	Church or club members Civic groups
Yoga or exercise class members	Vendors

Once you've written down all the names you can think of, sub-divide your list into A, B and C contacts. "A" contacts are those you will contact at least every month. "B" contacts are those you will contact approximately every other month or quarterly. "C" contacts are those you will contact infrequently. Don't treat all clients the same and your marketing dollars will go further.

Want More Information?

For more information about our services, contact us at 303-426-1027 or 800- 433-3755.

For questions, please email us at questions@intouchtoday.com.

To request a catalog and samples, please email us at samples@intouchtoday.com.

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