

**MEDIA RELEASE
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So Long, Snail Mail: SMS is the New Tool for Business Growth

Modern businesses increasingly use SMS to save time, money and improve customer service.

Market research conducted by IDC forecasts that SMS applications for business use will multiply across Australia in the next year, growing from a base of 8.5 per cent of businesses that are currently using SMS business applications.

Bulk SMS is a faster communication tool than the postal service, and is cheaper and quicker than phone calls.

Mobile phone tracking technology company *LocateMy Phone* has created a *Bulk SMS* service to complement its mobile phone location product, which it introduced to Australia in late 2006.

Managing Director of Ray White Real Estate in Preston Victoria, Andrew Montalto, said his business was seeing real benefits since starting to use *Bulk SMS* in October 2006.

“We use *Bulk SMS* to notify customers about new listings, open-for-inspection properties and auctions,” Mr Montalto said. “Feedback shows that SMS is a less disruptive way to provide up-to-date information to our clients.”

“*Bulk SMS* has changed the way we do business. Instead of calling customers regarding auctions for the following day, it is so much easier and less intrusive to send them an SMS. If the customers have any further questions, they can simply give us a call. Rather than calling 50 people and giving them the same message, we can send one message to the whole group and save bucket-loads! Also, our vendors are impressed with our use of technology to sell their family home.”

Ray White Preston’s systems allow for different auction addresses and price ranges to be easily searchable.

“Our business information is combined with the simple-to-use *Bulk SMS* service, so everyone who should know about an auction finds out about it,” Mr Montalto said.

“SMS is also very effective in reaching our rental customers and, as a consequence, we are using the service in our property management department to follow up on tenants and keep landlords informed. We believe adding this kind of world’s best-practice will result in the growth of our property management business.”

Manager of Operations at Moonee Valley Shire Council in Victoria, Dale Thornton, said the Council had benefited since it began using *Bulk SMS* in November 2006.

“We use *Bulk SMS* to notify employees of meetings, bulletins and safety alerts,” Mr Thornton said. “Two great things about this product are how simple it is to use and its low cost. It has certainly saved time and improved communication within the Council.”

From as little as 10c per message, *Bulk SMS* is one of the quickest and most affordable texting services in Australia. *Bulk SMS* is part of an integrated package of products provided by *LocateMy Phone*, which also uses location technology for finding mobile phones and company assets.

“As well as *Bulk SMS*, businesses can use *LocateMy Mobile* and *LocateMy Asset* to keep track of field staff and assets,” said *LocateMy Phone* founder Wade Short. “By using a combination of any or all these products, businesses can save time and money, improve productivity and maximise security.”

To find out more, visit www.locatemyphone.com.au or call 1300 853 104.

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FACT SHEET

- **LocateMy Phone** is a trading name of **LocateMy Communications Group Pty Ltd**, a Queensland company based on the Gold Coast.
- All networks can receive **LocateMy Phone's Bulk SMS** text messages.
- There is no limit to the number of mobiles you can access at once with **Bulk SMS**.
- For as little as 10 cents per message, **Bulk SMS** can be used to:
 - Send a message to field staff without interrupting them or incurring the expense of a phone call.
 - Send real-time information and advertise offers to your customers.
 - Let potential customers know about a product or service
 - Improve productivity and save on phone bills, by instantly communicating with as many contacts as you like.
- The **LocateMy Phone** products are all available to purchase at www.locatemyphone.com.au without the hassles of contracts – simply choose the best combination package for your needs.
- Register now and receive 10 free **Bulk SMS** texts and 10 free **LocateMy Mobile** searches.
- To register, visit www.locatemyphone.com.au click on 'Register' and follow the prompts.