

# Tech Freebies Available, if You Know Where to Look

**A**s technology proliferates, so do its potential pitfalls...especially the possibility of over-spending on products that don't increase revenue.

"Every time I read about all the technology I should have, I try to think what good it will do," said Fred Bartsch of C-21 Town and Country Real Estate in Kennewick.

"I know areas differ, and REALTORS<sup>®</sup> differ, but our office does not get that many Web-based leads that amount to a sale. In smaller areas...new REALTORS<sup>®</sup> should not jeopardize their future by investing money they can't afford."

You can use technology without cutting into your profits. In fact, you can use technology without

spending, period. If you are a solo practitioner or part of a smaller office without the benefit of big buying-power, you may be especially interested to learn about free technology

For a listing of Free eCommunications, check out the website [www.fecg.net](http://www.fecg.net). You'll be amazed by the options for free e-mail, e-mail to

mail, conference calling, calendars and organizers, fax, file storage, DSL, messaging and pagers, internet answering machines, internet service providers, phone, voicemail...and more. Now, that's a tech tip you can take to the bank.

*By Monica M. Walk*

