



Mobile Callback Honors Realtor Safety Week With Free Signups

Realty Times' subsidiary Mobile Callback announces free subscriptions to its Mobile Callback field agent monitoring service effective today through January 1, 2004.

The special promotion is in honor of the NAR's Realtor Safety Week initiative. A REALTOR VIP Alliance partner with the National Association of Realtors, Mobile Callback is offering the free subscriptions to any Realtor who would like to subscribe.

"Real estate professionals, as a part of their business, have to spend time with people they don't know, and sometimes their personal safety is an issue," says Bob Goldberg, NAR senior vice president of marketing and business development and head of the REALTOR VIP Alliance Program. "By promoting the fact that you are being monitored, potential troubles can be averted."

Mobile Callback is simple to use, yet effective. Designed to work through a mobile phone, Mobile Callback is a personal security service that monitors the safety of Realtors at any desired time.

The system calls real estate professionals on their mobile phones at predetermined time intervals to monitor their location and well-being. If all is well, the user confirms their location and safety with a security code and waits for the next callback. If a user does not answer a monitoring call or inputs an incorrect security code to the system three times in a row, the system alerts up to three emergency contacts. These emergency contacts can be anyone the agent chooses -- a partner, office manager, friend or relative.

"Mobile Callback is a safety product unlike any other," says Kate Kemp, director of marketing and sales for Mobile Callback. "Once Realtors experience the feeling of safety the service instills, they appreciate being protected when alone and vulnerable and use the service regularly."

Mobile Callback has already established partnerships with national companies including NAR and Realty Executives. Through these partnerships and their dedication to Realtor safety, Mobile Callback hopes to change the way agents feel about their jobs.

Kemp points out that the first thing an attacker will do is try to take away a Realtor's ability to get help by stealing or disabling the agent's phone. With Mobile Callback, assailants no longer have this power. The system is designed to call for help when the user cannot.

"So many people have shied away from holding open houses and meetings with clients," says Kemp. "Realtors are tired of working in fear and now, we're able to tell them that they don't have to. By promoting the fact that they're monitored by Mobile Callback, Realtors can deter potential attackers and work with peace-of-mind."

Those interested in the service can sign up now with no charges until January 1, 2004. After that time, the system charges will include a one-time \$50.00 account activation fee and the first month's service charge of \$24.99. The user will be billed \$24.99 during the first week of each month thereafter. There are no long-term contracts and users can cancel at any time.

Members of NAR and Realty Executives qualify for Mobile Callback partnership discounts. Please contact info@mobilecallback.com with new account-related questions or visit MobileCallback.com for more information.

"We are working on additional partnerships," says Ms. Kemp.

If you are interested in a partnership with Mobile Callback, please contact Kate Kemp at 866-756-SAFE (7233) ex. 205.

[HTTP://MOBILECALLBACK.COM](http://MOBILECALLBACK.COM) • PHONE: 866-756-SAFE (7233) • FAX: 214-368-0699



Please fill out all fields below and fax in to: 214-368-0699.
If you prefer to sign up by phone, you can call us toll free at 1-866-756-SAFE (7233).

NAME:

E-MAIL ADDRESS:

MOBILE NUMBER TO BE MONITORED:

DESIRED SECURITY CODE (4 digits):

EMERGENCY CONTACT #1 NAME:

EMERGENCY CONTACT #1 PHONE NUMBER:

EMERGENCY CONTACT #2 NAME:

EMERGENCY CONTACT #2 PHONE NUMBER:

EMERGENCY CONTACT #3 NAME:

EMERGENCY CONTACT #3 PHONE NUMBER:

Your credit card WILL NOT be billed until January 1, 2004. You may cancel any time before this date and your card will never be charged. If you choose to remain a Mobile Callback subscriber after the free trial has expired, your card will be charged \$24.99 starting January 1, 2004 and \$24.99 monthly until you unsubscribe. If you are a REALTOR, you will only be charged \$10.00 a month instead of \$24.99. You may cancel your subscription at any time by contacting our billing department at: 866-756-SAFE (7233) or support@mobilecallback.com.

AFTER JANUARY 1, 2004, I WILL PAY ___\$10.00 a month (I am a Realtor) ___\$24.99 a month

CREDIT CARD TYPE (CIRCLE ONE): **AM/EX** **VISA** **MASTERCARD**

CREDIT CARD NUMBER:

EXPIRATION DATE:

SIGNATURE:
