



For Immediate Release:

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800response Debuts New Product at 2007 Remodeling Show

Home Improvement Professionals Will Learn New Business Management Skills in Las Vegas, NV - How to Increase Response Rates and Recapture Missed Sales Opportunities

Burlington, Vermont (October 3, 2007) – **800response** (www.800response.com), North America’s leading provider of Custom 800 numbers (also known as vanity 800 numbers) and Web-based call tracking and recording services, is debuting a new call monitoring service, Missed Call Monitor, at the Remodeling Show in Las Vegas, Nevada October 10-12, 2007.

Booth #4124 is a hot spot for learning about lead generation and call analysis during the Remodeling Show in Las Vegas, NV. Custom 800 numbers like 1-800-NEW-HOUSE are proven to pull more response from advertising efforts. Many business owners using these powerful direct-response tools in their advertising experience a 30 to 60 percent (30-60%) increase in ad response. Paired with call tracking tools that provide valuable call analytics and demographics, Custom 800 numbers are a necessary business management tool for business owners in the home improvement industry.

“The 1-800-NEXT-WINDOW number has made a huge difference in our business – doubling our monthly installations and catapulting us into the top ten performing locations,” says Greg Deathridge of Window World of DC. “Our vanity number sets us apart from our competitors. We use it in all of our advertising, and it’s reassuring to know that people easily remember how to get in touch with us to make an appointment.”

To enhance an existing suite of call tracking reports, 800response recently launched Missed Call Monitor, a new call monitoring tool that proactively alerts home improvement and remodeling professionals by email of missed incoming calls as they occur. The new instantaneous reporting tool empowers businesses to:

- Follow up with lost prospects within seconds of a missed call;
- Choose numerous types of missed calls to monitor – busy signals, hang ups, ringing “off the hook” without an answer, and even short calls; and
- Alert multiple contacts within the company or out in the field for full lead coverage.

“Missed Call Monitor complements our extensive set of tracking reports and further extends the tremendous analytical value that call data delivers. By implementing email alerts of missed leads the moment a call is missed we are enabling our customers to immediately analyze the opportunity, add the lead to their outbound sales efforts, and instantly recover lost calls which may translate into significant sales revenue,” says Laura Noonan, vice president of marketing at 800response.

“Having 1-800-NEW-SUNROOM is very useful for our television advertising,” says Tod Colbert of Weather Tight Corporation. “The number generates immediate response after a commercial airs, and the tracking reports give us insightful data to measure time slots that pull versus ones that do not. The volume of calls coming in on our vanity 800 number more than justifies the costs.”

By placing a number like 1-800-NEW-SUNROOM in newspaper and trade magazine ads, on sales vehicles, signage, business cards, and all company paperwork, home improvement businesses can ensure that their company remains an open window for their customer base while improving their lead generation techniques.

About The Remodeling Show: Launched by NAHB in 1991 and acquired by Hanley Wood in 2001, the Remodeling Show is the only national event that brings together the entire remodeling community to preview innovative products and business management techniques, share information, build relationships with manufacturers and suppliers, and network with peers. The Remodeling Show attracts over 10,000 remodelers, contractors, home improvement professionals, custom builders, and residential architects from around the country.

About 800response: 800response maintains the highest quality inventory of Custom 800 numbers available today and offers these critical lead tracking tools to businesses nationwide. The company’s goal is to ensure that these leading direct-response tools are readily available to small and mid-size businesses that otherwise do not have the means to obtain an unforgettable phone number that resonates with their brand and builds their business. Custom 800 numbers are proven to increase response rates by 30-60%; are unforgettable, trackable, and recordable. Services include a sophisticated Call Routing platform, Web-based Call Tracking and Recording analysis in real-time, and Call Monitoring services like Missed Call Monitor. These powerful direct-marketing tools enable businesses to optimize advertising budgets, build a database of leads, access demographic information on callers, allocate sales staff based on call patterns, and analyze advertising results. For more information, visit www.800response.com or call 1-800-NEW-SALES.