

DataMax Marketing Systems (DMS) Web Site Instructions



*Congratulations on the purchase
of your new financial consultant's website.
The following are some IMPORTANT
instructions and helpful suggestions
regarding initial setup.*

1. To have DMS complete your site, you must provide us with the information on the DMS WebOrder form at www.datamaxmarketingsystems.com/weborder.htm. If you are downloading this from the FactorMaxbds web site, there is a link to the form directly from FactorMax Broker Support.
2. At the top of the form, select the type of site you are requesting. DMS provides many types of standard sites for our sponsors and strategic partners. You may always view a sample of your sponsor's selected site(s) by visiting your sponsor's private Support Page embedded in the FactorMax web site (www.factormaxbds.com). Your sponsor will provide you with the exact URL to view the page or you may e-mail DMS with the name of your sponsor and we will provide you with a link.
3. The business information, (name, address, phone, email, etc.) will appear on your site as entered in the form. Our computers are responsible for the input of your information. If you make a mistake in spelling of your business name or address, it will appear exactly as you have spelled it including the error. Be specific about what you want to appear on your site. Also, be selective regarding your business name. You are involved or becoming involved in a very prestigious area of the financial community. Becoming a broker in any area of alternative commercial finance is a relatively professional area of endeavor.
4. Your URL is your address on the internet. It will begin with (www.) and be followed by (.com or .org or .biz, etc). We strongly recommend .com as it is by far the most widely used and easiest to remember by a prospect or customer. Your URL does not have to be the same as your business name but it should include elements of the business name to help your prospects and customer remember it. For example, a business name such as American First Capital Note Buyers, Inc. can be shortened to www.amfirstcapnotes.com. In general, the shorter your URL, the better and easier for prospects and clients to remember.

You can check on the availability of any domain by visiting www.checkdomain.com. We have also included a button on the left side of the order form screen with a direct link to that site. If a domain is already registered, you must select another. Do not purchase any domain. The cost of your domain name and your annual registration is already included in your monthly hosting fee. Purchasing the domain from another vendor may make it difficult (or impossible) for DMS to host and set up your site on a timely basis.

5. DMS will register an additional business email specific to your site at no charge. An example would be info@kansasnotebuyer.com or could also include a name such as smith@kansasnotebuyer.com. Such additional emails will be "pointed" to your normal email address that you are currently using. This means that completed forms or questions asked by your prospects or customers will be found at your regular email address provided by your current email provider such as America Online, Yahoo, Google, etc.
6. Generally, your site will be completed within 24 hours of our receipt of your completed WebOrder form. When initially completed, there will be an "introduction" page that you will first view when visiting your site. This "introduction" page will be removed when DMS has received your completed Web Site Hosting Agreement. The Web site Hosting Agreement can be downloaded from the WebOrder page at DataMax.
7. When visiting your site for the first time, make certain you do not search for the site in Google, AOL Search, or Explorer Search. This is a common mistake and we receive many inquiries each month by new brokers. You must type your site address including (www.) into an address bar, not a search bar. Search engines such as Google and directories such as Yahoo may not reference your site for several months. You can speed up the process of the visit or request inclusion in a directory by going to the Search Engine or Directory and submitting your site. To visit these submission pages, do a search such as "Submit site to Yahoo" using Google and the necessary address for submission will be displayed so you can complete a request form.
8. The associated cost for hosting and web site support through DMS is \$15 per month. If you change your business address, phone number, etc., we will quickly change this information on your site free of charge. We will also add a logo and memberships to organizations such as the Better Business Bureau, Chamber of Commerce, etc. without charge. If you are a broker and are adding a new product area to your business which is not currently promoted on your site, we can generally add a page featuring the new product for a modest fee of \$100 to \$150.

When your site is activated, make certain you check the business information on the site for correctness. Send yourself a test email from your site and make certain the pointers have been set correctly so the mail is forwarded to your regular email. Your site will include multiple form fields so that prospects can request quotes or additional information on your services. It is a good idea to check the forms periodically and always check the forms for proper function prior and during marketing campaigns such as direct mail, cold calling, etc.

9. The primary value of your consultant's website is to provide your prospects and those you network with an easily accessed source of information on you and your services. Make certain you include the URL address on your business cards, letterhead, brochures, and any other marketing materials.
10. To request any change in address or if you have any questions regarding its operation, please submit an email to support@datamaxmarketingsystems.com and we will respond promptly.

QUESTIONS AND ANSWERS

Q. Am I contractually obligated to maintain my site for a year or more?

A. No. Our hosting is based on a month by month contract. You may terminate your site at any time without penalty.

Q. How can I tell when my site is up?

A. In addition to simply entering your new domain in the address bar of your browser, you will also receive an e-mail from our technical department that your new site is available for viewing.

Q. How do I pay my \$15 monthly Hosting & Support fee?

A. When you complete your Hosting Agreement, you will provide Datamax with your credit card information and your hosting fee will be charged each month starting 30 days after your site is built. We take Visa, Mastercard, Discover, and American Express.

Q. What if my credit card does not clear on a given month?

A. Our system is set up to attempt to clear your card 3 times on consecutive days. If it fails after 3 attempts, you will be contacted by email or by support.

Q. What if I let my site lapse for 30 days or longer without payment?

A. Generally, we will re-direct the domain to DataMax. In the event that the lapse occurs on the anniversary of your domain (your domain expires), we will not renew your domain. Be aware that if your domain expires, it can be costly to retrieve it after 30 days.

Q. What if I want to add some additional product areas to my site?

A. All Datamax sites are designed so that additional pages for new and exciting product areas can be quickly added. All career-minded brokers in paper are always on the lookout for new product opportunities. We can generally add one or two product areas for about \$100 per information page which may also include a form field page. Adding more than two new product areas generally requires new table layouts and is a bit more expensive (\$150 per page).

Q. I have a booklet I would like to offer on my site. How can I do this?

A. An important feature and we support it. If you send us a copy of your booklet in Adobe PDF format, we will create an "OFFER" link on any page which allows the prospective client or lead to download your booklet. This is free of charge and included in your monthly support and hosting fee. We do not build company stores, however, as these can be quite expensive.

Q. I have another website. Will you create a link to it?

A. Absolutely. Be aware though that the job of your marketing is to get visitors to come to your website for additional information. Really, the last thing you want to do is to send visitors somewhere else

Q. Can I track the number of visitors to my website?

A. Yes, For those that want to track visitors, Datamax provides a link to our tracking system. Email support for link information.

Q. How do I increase traffic to my site?

A. Getting your site listed on the various search engines and directories will increase traffic to some extent. Bear in mind, however, your site is a virtual billboard of important information designed primarily to support your direct marketing and networking efforts. If you receive hits from random information seekers, they are likely just shopping for quotes or competitive bids. If they have found your site, they have also found dozens of others. Your commissions and fees will suffer.

Q. What if I move or change my phone number?

A. Simply send your new address of contact information to technical support and we will generally have your site updated within 24 hours.

Q. Can I insert a photograph of myself?

A. Absolutely. We recommend you insert it in your "Contact Page". No charge.

Q. Does Datamax provide any marketing tips for its web site customers?

A. Datamax offers several publications for those in the mortgage note industry and also for those in alternative commercial finance (factoring). Our Broker's Guide Discount Notes and Mortgages is a publication designed to enhance the marketing efforts of those in the private mortgage note business. For those involved in the larger factoring and alternative commercial finance sector, we offer the complete training and business development FactorMax Guerrilla System.

Q. Does DataMax publish a newsletter for brokers?

A. Yes, we have a monthly publication that will benefit brokers in all areas of the paper industry and it is free of charge. To subscribe, visit the FactorMax web site and register (www.factormaxbds.com/registration.htm)

Q. I am a note broker and am going to be adding alternative commercial finance products to my business. How much will it cost to add factoring, asset-based lending, and the other product areas of my site?

A. Because of its importance, we almost always include a small area of commercial finance on all of our sites including mortgage note and cashflow site. For those that make the transition to the commercial finance and factoring side of the business, we provide the factoring sites free of charge with our DMS / FactorMax training programs. We will link your two sites together and you will only pay an additional \$10 per month hosting fee.