



“Google Voice is an exciting new service that has the ability to change the way we do business.” “It is one mighty and versatile contact management solution that some of your Real Estate peers may already be reaping the benefits of.” -- Google Voice reviewed and described by Chris Lambrou, MRED’s Help Desk Manager

What is Google Voice?

Google Voice gives you a single phone number that rings all your phones, saves your voicemail online, and transcribes your voicemail to text. Other cool features include the ability to listen in on messages while they are being left and the ability to make low cost international calls. Currently, Google Voice is a **FREE** service but only available by invitation. Visit: <https://services.google.com/fb/forms/googlevoiceinvite/> to request an invite.

Getting Started:

After being invited by Google Voice, you select an available phone number in an area code of your choice. Google does all the verification for you. After that you can begin doing a host of things via its online interface including entering all the existing phone numbers you want it to find you at. In the end, anyone calling your new Google Voice phone number will be able to reach you at any of the numbers you have entered. Example: You could be reached in one place, with one number. Google Voice directs all the numbers you provide (Office, Cell phone, Home) to the Google Voice number you selected.

Features, Features, Features:

By default a virtual voice will ask your callers to hold while it contacts you. A record of each call is recorded and is viewable by you in the online interface. Google Voice is a smart contact management tool, so it will remember each number that calls you and won’t ask the same caller for their name more than once. You can even have it play a unique message based on the caller. How great would it be to give out one phone number to all your clients but have each of them hear a personalized message when they call you? Want your family to hear a different message than your business associates? Those are just some of the features that Google Voice can do for you!

Another nice contact management tool offered is the ability to have Google Voice transcribe your voice mails to email or SMS (text messages) and send it to you automatically. You can also initiate dialing from one of your linked phones in the Google Voice web interface to another phone number. No matter where you are calling from (Office, Cell or Home) your new Google Voice phone number will show up on Caller ID, giving you a professional appearance while protecting your privacy.

Friend or Foe:

A new Google service wouldn’t be the same without some controversy. While Google has been fighting with software companies like Microsoft and Apple for years, they now have the Telecommunications industry to alienate. AT&T has been the first to question the legality of this new service but others are sure to follow. The ultimate decision on whether Google Voice will flourish or sputter may fall in the lap of the FCC as they try to define what this service falls under. For now though, it is one mighty and versatile contact management solution that some of your Real Estate peers may already be reaping the benefits of.