



# .telegraph

The new way to communicate

Welcome to *.telegraph*, monthly .tel community newsletter. In it, Telnic covers latest news on .tel features, software and services, as well as useful tips & advice from .tel owners. More resources are at, <http://telnic.org/community-news.html>.

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## Featured .tel domains

lektoren.tel  
johnmckenzie.tel  
yelo.tel  
oiso.tel  
123sortie.tel  
bleger-rhein.tel  
watershed.tel  
lesfrancos.tel

## World News

August 15

### TelCamp Toronto

.tel workshop sees early .tel adopters meet to discuss business strategies for their latest project

July 25

### Qwista search

Independent search facility launched to support regional .tel markets: transliteration provided for German, Russian, and English

## Hot News: control panel update out

- ▶ Add private records at all levels
- ▶ Benefit from longer keywords—now up to 2000 characters
- ▶ Setup global profiles

*See details on page 2*

QUOTE

“It's great for any business, and I think it's going to change the world. I can't wait till everybody gets a .tel”

*See page 3 for a full interview with Alexis, realtor*



## Coming Soon

- ▶ **.tel control panel revamped:** To improve user experience, Telnic is working to enhance the web interface for managing .tel domains. Sign up on our website to participate in our pilot project, [community@telnic.org](mailto:community@telnic.org)
- ▶ **TelPages Beta:** The first trial version of the official .tel search engine is scheduled for release this quarter. Check regularly at [telpages.com](http://telpages.com)
- ▶ **.tel for iPhone goes international:** Superbook and My.tel, free apps to navigate and manage .tel data will soon support French and Russian. More to come.
- ▶ **Windows Mobile sneak preview:** Telnic is now focused on another mobile platform—Pocket Outlook for PocketPC. See page 4 for a unique preview.

## Topic: Housing & Real Estate

Creating strong, long-lasting relations with clients is critical for a real estate professional, and .tel is an easy way to raise your profile. It's an easy-to-remember name that benefits the current opportunity, and also helps your clients find you years later when they're ready for their next purchase.

With all your contact details in one place, people can reach you wherever you are. Set up profiles for your office, home, and your mobile information, and switch between these profiles with one click using one of the free .tel applications.

Another useful idea for estate agents would be to add latest listings to their .tel. Each location can have a short description and a geo-location, so that clients can instantly select the ones they want and see the property on a map.

*Continued on page 2*

## News commentary

### ▶ Private records at all levels

You can now add private contact data at any level of sub-folders.

On the Privacy tab, contact items now have a dropdown folder navigation and an eye icon to show whether the contact item is visible - that is, added to the active profile.

### ▶ Keywords up to 2000 characters long

Free text keywords have just become longer. Instead of 255 characters, you can now use up to 2000 in one keyword block.

Place all your descriptive text in one block to avoid confusion when the keywords are randomized on your .tel.

### ▶ Setup global profiles

You can now assign a contact item to 'All Profiles' in Advanced Options, which means it will be added to all your current profiles, as well as any others that you setup.

To add an item to all current profiles only, tick each profile individually.

## .tel for Housing and Real Estate—*continued*

### CASE STUDY

If you already have a website for listings, link to it from your .tel to give even more information to your clientele.

If your agency has a corporate website, your contact information in your .tel can be integrated into that website, and will be synced up each time you update your .tel.

Finally, a key attribute to a .tel domain is privacy. You have complete control over who sees what information. This could be personal information, like your home telephone number for your friends and family.

When you're on vacation, your public profile will only show your email, while your family will still see your private emergency phone number.

You can also use privacy as a customer retention tool if you publish premium contacts like just listed properties. Such premium information encourages clients to send you friend requests which can be added to a special privacy group like Clients, or VIP-clients, to create even a closer bond.

The .tel technology can revolutionize the way we exchange contact information and keep in touch.

If you are a real estate agent, here are simple tips on how to use your .tel to its full potential:

1. **Add a short business introduction** to the text header. The area you work in, your office hours and agency address.
2. **Think of a personal touch or a speciality.** A motto or favourite quote will help people understand who you are and establish a personal bond with you. It also gets you remembered.
3. **Arrange the contact items in the order you wish to be contacted.** If you have a Skype or IM name, a VoIP number setup, that'd help.
4. **Add your latest listings** with their description and geo-location, and links to photos.
5. **Make good use of keywords:** fill in your name, business address, and description in free text.



Instead of publishing all your contact details for each listing, you can now simply add your .tel to your publication in the local newspaper or on a billboard.

More examples on .tel names around us on page 4.

## Interview with Alexis Palkowski

### PEOPLE

**My name is Alexis Palkowski**, and I sell real estate with style within Lower Mainland, specifically on the north shore and Shaughnessy Point Grey area. I've been a real estate agent for about 5 years and I love the business.

I heard about .tel at a networking function a few weeks ago. A lady had forgotten her business card, but she told me she had a .tel address. She thought it was very beneficial for her business, and I thought, why not, I definitely want one.

What I love best about .tel is that I can easily find out people's information within seconds.

For my business, I have PropertiesByAlexis.tel and it shows all my contact information from Facebook, Twitter, website address, what I do, my telephone, fax—everything.

For me as a real estate agent actually, I can post current listings, and it's great for referrals.

It's fabulous. I love it. It's very affordable, it's very good price points. Twenty dollars is pretty cheap.

You go to a Starbucks or something twice a week, and there it is—right there!

It's also very beneficial for people who don't have a website.

I actually recommended it to my sister. She has a fashion styling business, and she doesn't need a website per se, but she can have



*Alexis Palkowski  
PropertiesByAlexis.tel*

a .tel address, and then everybody can find her in the city.

It's great for any business, and I think it's going to change the world. I can't wait till everybody has a .tel address, so that life's easier!

*By Webnames.ca  
Available on Youtube*

The screens below show Alexis' .tel in Superbook - a free iPhone application available from iTunes.



## Windows Mobile with .tel

With BlackBerry and iPhone platforms covered, now is the turn for Windows Mobile OS devices to get the power of .tel. Smartphones and Pocket PC devices running Windows Mobile 5 will be soon able to integrate .tel data with Pocket Outlook contacts.

### Key features:

- ▶ Navigate .tel domains
- ▶ Add .tel data to Contacts in your address book
- ▶ Login to TelFriends to see private .tel data
- ▶ Click-to-call and use other applications for various types of contacts

This application is planned to be released in autumn this year, followed by software for Symbian and Android devices.

You can get a pre-release Beta version of .tel application for Windows Mobile devices on the developer website, <http://dev.telnic.org>.



## .tel Around You

We are now starting to see .tel domains around us on business cards and websites, in advertisements, billboards and shop windows. It appears that possible uses to .tel domains appear truly unlimited!



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