



RUBY RECEPTIONISTS HELP ESTATE PLANNERS BUILD TRUST, MANAGE CLIENT COMMUNICATION, AND GROW THEIR PRACTICE

RUBY TO EXHIBIT AT HECKERLING, BOOTH # 337

Portland, Ore. – January 22, 2018 – Ruby® Receptionists, the leading remote receptionist service dedicated to helping small businesses grow, will attend the [52nd Annual Heckerling Institute on Estate Planning Conference](#) taking place in Orlando, FL, Jan. 22-26, 2018. Over five days of sessions, meetings, and exhibits, attendees will receive unparalleled educational and professional development opportunities during the nation's largest conference focused entirely on the estate planning industry.

During the conference, Ruby will showcase how its smart proprietary technology and feature-rich mobile app work in tandem with friendly receptionists to deliver exceptional customer experiences. Ruby answers 100% of calls live in English and Spanish, helping establish trust and confidence while giving advisors peace of mind knowing their clients and potential new clients always reach a friendly professional ready to address their needs. By limiting phone call interruptions, advisors and attorneys are free to focus on client work and manage and prioritize client communications to keep their business growing and organized.

"My client's needs are what matter most to me," said Chun Lee, LPL Financial Advisor. "Knowing that Ruby is always there, answering my calls and taking care of my clients in a professional and friendly manner, gives us both peace of mind."

Flexible Solutions to Meet an Estate Planner's Needs

- Ruby answers all calls live, transfers calls, takes messages, collects new client intake, makes follow-up calls, and much more—just like an in-house receptionist, at a fraction of the cost.

- Manage and prioritize client follow-up with Ruby's full-featured [mobile app](#). Check messages, listen to voicemails, and update call-handling instructions all in real time.
- Make calls using either a business or personal number with Ruby's mobile app, removing the need and expense of a second phone dedicated to business use.
- As a part of the Ruby service, customers are provided a local phone number if they don't have one, or Ruby can host their existing number—eliminating the need for a separate provider and bill.

About Ruby Receptionists

Harkening back to an era when every call at an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, remote receptionist services to thousands of small businesses across North America. Located in Portland, Ore., Ruby's ability to scale quickly and deliver legendary service is fueled by smart proprietary mobile technology and a unique mission to create world-class customer experiences. Founded in 2003 by CEO Jill Nelson, Ruby Receptionists has gained national recognition for its success being named a FORTUNE magazine Best Small Company to Work for in the U.S., a Best Workplaces 2017 by Inc. Magazine, a Top 100 Best Companies to Work for in Oregon, and one of Oregon's fastest-growing companies for the past ten years. To learn more, please visit www.callruby.com.