



Press Release

New Affinity Program Gives Association Members Discounted Access to Telecommunications and Utility Cost Savings!

A new affinity program encourages members to work with OverVIEW, a regional company that saves its clients substantial time and money. OverVIEW's insider knowledge of the telecommunications and utilities industries helps businesses identify potential savings of 20-40% usually without changing service providers!

"Membership in the New England Inns and Resorts Association means increased visibility, networking, marketing and educational opportunities for our members," says Beth Steucek, Executive Director of the NEIRA. "Offering this program with OverVIEW gives our members an added dimension to their membership. This is a value-added service because this benefit is designed to increase their bottom line."

As a Recommended Supplier of the New England Inns and Resort Association, members will receive a 15% discount for OverVIEW's services (up to \$495). Also, OverVIEW will reinvest a portion of the funds generated through this affinity relationship to subsidize the association's programs, products and services.

Beechwood Hotel GM, Mark Waxler contracted with OverVIEW and generated savings of \$17,000 – in just three weeks! "It's easy to work with OverVIEW," he says. "OverVIEW championed our establishment, giving us numerous options from which we could compare both service and price. They got us the best price and told me options I didn't even know about, saving us time and money."

Following your introductory meeting, OverVIEW analyzes your invoices—electric, gas, Internet, telephone, cell phones, and merchant card processing. After rigorously analyzing your invoices, OverVIEW contacts the vendors who provide these services, renegotiates the rates, and gives you a detailed cost analysis and recommendations report.

You decide based on the best and most comprehensive information only OverVIEW can provide. Plus, OverVIEW's fees are contingency based, so you pay only for the recommendations you implement. "This is an opportunity for our members to save money" concludes Ms. Steucek. "It is important to continue to provide our members with timely and practical reasons to continue their affiliation with the NEIRA."

