

## Frequently Stated Responses

**“We're too small to need a system like this.”**

**The smaller you are the more you need EZ BOOK!** The EZ BOOK! system is designed specifically with the little guy in mind. EZ BOOK! levels the playing field and allows you to compete with the biggest operators in the biggest market there is—the entire world.

**“I don't want to lose the personal touch.”**

**You not only can keep the personal touch, you will enhance it!** You may call that guest that just booked on line to thank them for booking with you and let them know you are available any time they may need assistance.

EZ BOOK! also provides its unique personalized (with their name and current reservation confirmation), customized (with your logo and a map showing the location of your property) Concierge Desk which is available to your guest 24/7 from which they can plan their entire vacation. The Concierge Desk link is included in every econfirmation.

**“Most of our business is repeat.”**

Yes, most of your business is repeat and that's a good thing. But it's time to start to give a whole world of new customers an opportunity to book with you. **80% of all travel is booked online.** 60% of that is accommodations. If you are not taking online reservations you are ignoring the largest part of your market. Your guests may prefer to book online and they will if you give them the opportunity.

**“I want to control the kind of guests we get.”**

You will keep control. First, the guests must agree to your terms and conditions before they can book with you. You will see their reservation before they arrive and if you have any questions you can call them. The EZ BOOK! system also allows for you to have a photo or your guests in file. You always retain the right to cancel anyone's reservation if you do not want them at your property.

**“My guests wouldn't use it.”**

**Your guests aren't booking on line with you because they can't!** Again, 80% of all travel is booked online. 60% of that is accommodations. If you are not taking online reservations you are ignoring the largest part of your market. Your guests want to book online and they will if you give them the opportunity.

**“I can't afford it.”**

**You can afford it.** For less than 33 cents per day you get a reservation specialist, night auditor, and concierge that is on duty 24 hours a day, 7 days a week, doesn't need health insurance and won't call in sick.

**“Do I have to change banks?”**

No. Our secure payment portal can interface with your bank.

\* \* \*

You only need one new booking a month to more than pay for the EZ BOOK! suite.

**Contact us NOW for your personalized demonstration.**