

PROFESSIONAL AND BUSINESS SERVICES FIRMS

- › ACCOUNTING
- › LEGAL
- › HR/RECRUITING
- › MANAGEMENT CONSULTING
- › INSURANCE

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THE CREATION OF OUR COMPANY NAME, LOGO, TAGLINE AND WEBSITE HAS HELPED US BUILD SIGNIFICANT TRACTION WITH CLIENTS AND PROSPECTS. YOUR ASSISTANCE WITH DEVELOPING OUR MESSAGING AND POSITIONING OF THE FIRM HAS REALLY GOTTEN OUR BUSINESS ON THE RIGHT TRACK. WE'VE RECEIVED SUCH A POSITIVE RESPONSE FROM CLIENTS AND PROSPECTS AND WE THANK YOU FOR HELPING US TO ARTICULATE OUR OFFERINGS TO OUR TARGET AUDIENCES.”

—TONY IVENER, PRESIDENT, IVENER MANAGEMENT GROUP

YOUR
PARTNER
IN GROWTH





ONE THING WITH WHICH WE HAVE BEEN MOST

SATISFIED IS VERASOLVE'S ABILITY TO ACCOMMODATE OUR EVOLVING NEEDS OVER THE COURSE OF OUR ENGAGEMENT, WHICH NOW INCLUDES HAVING A VERASOLVE TEAM MEMBER ON-SITE IN OUR OFFICE ON A WEEKLY BASIS. THIS WOULD NOT BE POSSIBLE WITH MANY OTHER MARKETING CONSULTING FIRMS AND THE CST GROUP HAS FOUND THIS TO BE INVALUABLE, AS VERASOLVE IS ABLE TO PARTICIPATE IN OUR WEEKLY MARKETING COMMITTEE MEETINGS THAT INCLUDE SEVERAL FIRM PARTNERS AND OUR CHIEF OPERATING OFFICER. THIS HAS ENABLED VERASOLVE TO ASSIST WITH BOTH THE STRATEGIC AND TACTICAL SIDES OF OUR FIRM'S ANNUAL MARKETING PLAN AND BUDGET."

—KENDALL COLEMAN, PARTNER,
CST GROUP



GROWING YOUR REVENUE

Verasolve has worked with dozens of professional and business services firms—accounting, legal, HR/recruiting, management consulting, and insurance—and understands how important it is to be seen as a trusted advisor in the eyes of your clients. Verasolve has the deep industry knowledge to help generate qualified prospects, increase closing ratios, and meet your firm's revenue goals.

DELIVERING QUALIFIED LEADS

Our thought leadership programs—including seminars and webinars—position your senior executives as industry experts and your firm as an industry leader. We connect you with the business owners and C-level decision makers who hire professional and business services firms like yours.

INCREASING CLOSING RATIOS

Verasolve develops and implements PR and marketing initiatives—press releases, bylined articles, interviews, awards, website copy, social media updates, seminars, webinars, brochures, and more—that increase the number and quality of prospects. Verasolve works with you to craft and convey a strong value proposition that increases closing ratios by differentiating you from the competition, giving your firm the edge in closing a higher percentage of business.

ENHANCING BRAND RECOGNITION

Verasolve has placed articles and earned media coverage in major news outlets, including *The Washington Post*, *Washingtonian Magazine*, *The Wall Street Journal*, *Forbes*, *NBC News*, *CNBC*, *Kiplinger*, *American Business Journal*, *Construction Accounting and Taxation Magazine*, *Businessweek*, *The Deal*, *CFO Magazine*, *SmartCEO*, *Financial Executive*, *Reuters*, *Fast Company*, *Insurance News*, *Business & Legal Resources*, *Law360*, *HR.com*, *Capital Business*, *Internal Auditing*, *SHRM Legal Report*, *Westlaw Journal*, *CIRE Magazine*, *Business Finance Magazine*, *Bank Director*, *Entrepreneur*, and *Voice of America*.



I WOULD LIKE TO THANK YOU AND THE VERASOLVE TEAM WITH YOUR ASSISTANCE IN BRINGING OUR MARKETING AND PUBLIC RELATIONS INITIATIVES TO FRUITION. THE GUIDANCE YOU PROVIDED US HAS BEEN EXTREMELY SUCCESSFUL IN HELPING US PUT TOGETHER NUMEROUS PROJECTS WHICH WILL HELP INCREASE OUR BRAND RECOGNITION. THE VERASOLVE TEAM WORKED QUICKLY AND EFFICIENTLY, DELIVERING A QUALITY OF SERVICE THAT EXCEEDED OUR EXPECTATIONS. I AM HAPPY TO RECOMMEND VERASOLVE TO ANY OTHER COMPANY LOOKING FOR TOP NOTCH MARKETING AND PR SERVICES."

—EDDIE SNYDER, CHAIRMAN AND PARTNER, SNYDER COHN

ABOUT VERASOLVE

For more than ten years, Verasolve has partnered with dozens of professional and business services firms to provide cost-effective solutions that generate qualified leads, increase closing ratios, and enhance brand recognition. We focus on **Building Stakeholder Value™**. Our customized marketing, public relations, and social media strategies are certain to increase your revenues.

Verasolve offers a variety of comprehensive services to fulfill your unique branding, marketing, and public relations needs at one-quarter to one-third the cost of traditional options. Our virtual presence in your business allows us to operate as part of your team without the pressure of a long-term contract. We give you the freedom to determine the length of your engagement with the flexibility to discontinue with only two weeks' notice. Our experience and expertise allow us to deliver consistently outstanding results that help take your firm to the next level.

“VERASOLVE HAS WORKED VERY CLOSELY WITH US, PROVIDING STRATEGIC GUIDANCE AS IT RELATES TO MANY ASPECTS OF OUR BUSINESS. THEY HAVE SECURED NUMEROUS MEDIA PLACEMENTS HIGHLIGHTING OUR ATTORNEYS AND THE FIRM ON SEVERAL TOPICS IN TARGET PUBLICATIONS ... VERASOLVE HAS BEEN A TRUE PARTNER TO BEAN KINNEY. THEY ARE CONSTANTLY MAKING RECOMMENDATIONS THAT WILL RESULT IN A POSITIVE ROI FOR OUR FIRM, AND GUIDE US AWAY FROM INITIATIVES THAT MAY NOT BE IN OUR BEST INTEREST. WE LOOK FORWARD TO A CONTINUED RELATIONSHIP WITH VERASOLVE AND ARE CONFIDENT THAT THEY CAN ALSO EXCEED YOUR EXPECTATIONS.”

—LEO FISHER, MANAGING SHAREHOLDER, BEAN, KINNEY & KORMAN

“OVER THE YEARS, I'VE WORKED WITH FIRMS AS LARGE AS ARNOLD COMMUNICATIONS, THE MARTIN AGENCY, AND EARL PALMER BROWN; SMALL LOCAL FIRMS THROUGHOUT THE MID-ATLANTIC; AND EVERYTHING IN BETWEEN. AGAINST THAT BACKDROP OF EXTENSIVE AND VARIED EXPERIENCE, I CAN HONESTLY SAY THAT VERASOLVE HAS NOT ONLY PROVIDED THE GREATEST VALUE RELATIVE TO THE COST, BUT FRANKLY HAS PROVIDED THE MOST VALUABLE AND INSIGHTFUL STRATEGY.”

—EDWARD C. (TROY) PEPE, III, PRESIDENT, ACCELERENT



THE VERASOLVE TEAM HAS PROVIDED GDS WITH EFFECTIVE AND WIDE-RANGING PR AND MARKETING SERVICES AND THEY HAVE DONE SO WITH COURTESY AND PROFESSIONALISM. FOR COMPANIES LOOKING FOR HIGH-IMPACT MARKETING AND PR SERVICES WITHOUT THE EXORBITANT RATES AND LACKLUSTER CUSTOMER SERVICE THAT ARE COMMON WITH MANY OF THE BIGGER AGENCIES, I WOULD DEFINITELY RECOMMEND VERASOLVE.”

—ETHAN FOXMAN, PRESIDENT,
GROUP DENTAL SERVICE, INC.

AFFORDABLE SERVICES

As the premier provider of virtual marketing and public relations services, Verasolve helps professional and business services firms generate qualified leads and increase closing ratios at one-quarter to one-third the cost of traditional options.

FLEXIBLE CONTRACT AGREEMENTS

Our flexible engagements give you the freedom to engage and disengage our services at any time with just two weeks’ notice.

FAST, EFFECTIVE RESULTS

Verasolve consistently delivers fast, effective results. We might be virtual, but we’re very visible. You’ll soon find us to be an indispensable part of your team.

COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by professional and business services firms. We help communicate your value proposition—to the right people, in the right way—so that you can achieve your firm’s revenue goals. We even have experience helping our clients recruit senior professionals to help build their team. Whatever you aspire to, we are committed to your success.



VERASOLVE HAS ALSO BEEN VERY HELPFUL IN BUILDING BRAND AWARENESS FOR PORTAL SOLUTIONS THROUGH PRESS RELEASE ANNOUNCEMENTS AND MEDIA PLACEMENTS. YOUR TEAM HAS WORKED WITH US TO SHARE OUR SUCCESSES WITH THE MEDIA, AND TO PLACE BYLINED ARTICLES WITH TRADE MEDIA RELATED TO OUR TARGET VERTICAL MARKETS.”

—DANIEL COHEN-DUMANI, CEO, PORTAL SOLUTIONS

www.verasolve.com