



FREE!
\$200 VALUE

Brand Source Service & PSA (Professional Service Association)

Brand Source Service members are being offered a one year free membership in our industry's most dynamic service organization., PSA. This is a \$200.00 value and will only be offered for a short time so don't delay! Fill out the form on the back of this bulletin for your free membership and experience all the benefits that Professional Service Association has to offer. This offer is for new members only.

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PSA is an all volunteer organization. The primary areas in which we offer assistance to service centers are educational opportunities, member tools, and ongoing communications.

EDUCATION:

- Management training so service centers can be more profitable
- Testing for owners or managers to be certified as a Certified Service Manager (CSM) attesting to the fact that they meet requirements in accounting, marketing, productivity, consumer relations, employee relations and general management techniques. (The test is according to national standards, created and maintained by the National Coalition of Electronics Education (NCEE)
- A Certified Appliance Professional (CAP) test that certifies your skills as either a Master Technician or a Certified Technician (The programs are set and maintained by NCEE)
- A Certified Consumer Specialist (CCS) exam which tests non-technical service center personnel who are in daily contact with consumers
- An annual convention of PSA (The ASTI Convention). (This convention provides hands on training and will take place on February 17-20, 2010 in Orlando, Florida.)

MEMBER TOOLS:

- Low discount rate on credit card sales
- Cost of Doing Business Software that was developed by P S A and a C.P.A. firm
- A practice exam of our C A P program to see if technicians have the skills to take the certification exam
- An exam that allows you to test new technicians to see what skills they have and where they are deficient before hiring
- A pricing guide on major appliance repairs so you can plug in your cost of doing business and establish a profitable flat rate pricing policy
- Low cost long distance telephone and future VOIP service

COMMUNICATIONS:

- **PSANet** - our e-mail network for PSA members to communicate directly with other members (This network provides instant news as it happens and provides technical assistance. Many manufacturers also monitor the network.)
- **PSWPG** (Professional Service Women's Peer Group) which gives women in our industry an opportunity to communicate on a national basis

Join PSA today and become part of the team! ▶

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PSA is committed to helping **YOU** make your business more efficient and profitable. We are committed to giving each servicer a voice in industry affairs. P S A is the association for service professionals, large or small.

Good things happen when good people work together. We invite **YOU** to join P S A today and become part of the team, making your industry a better place for all of us in the future.

Please fax the application below to **518-237-0418** or mail the application to **PSA at 17 Columbia St., Cohoes, NY 12047**. If you have any questions please call **888-777-8851**.

FILL OUT TODAY!

PSA (Professional Service Association) APPLICATION



Your name: _____

E-mail address: _____

Company name: _____

Position: _____

Address: _____

Telephone: _____ Fax: _____

Offer expires 10/31/09

WHAT OUR MEMBERS ARE SAYING ABOUT US

The PSA has helped our business tremendously. It has inspired us to truly be a professional service company. It has taught us that just being busy running service calls doesn't necessarily make us a good (and profitable) service company. It has given us an avenue to network with peers within our industry and find out what issues we encounter as a whole. It has created friendships. It has created a venue for getting many service issues resolved. It has brought us technical as well as business training. I'm sure if I stopped and really thought about it, I could come up with a hundred more things.

—Michael Basich M-CAP, CSM
Michaelson's Appliance Repair, Inc. CSC
Tampa, FL

Being a member and attending the PSA conventions have grown my business 10 times. Being able to use the PSANET and get feedback from members all over the country is an unbelievable asset. Everybody is always supporting each other and that's something that I never had before PSA.

—Anthony Attanasio
Appliance Doctor
Yonkers, NY

About 15 years ago, I realized that I needed help with my management skills, and compared what the different conventions offered at the time. After a couple of years of procrastination, I made a decision to attend the PSA convention that was to be held in Orlando. I was still not convinced that my attendance would be worth the expense, but after being there and learning as much as I did, I made a commitment to attend the following year and have not missed one since. PSA and its conventions have been very beneficial to me and my Appliance Service Company, and worth the investments I have made for membership and attendance at the conventions. Would I recommend to any Appliance Servicer the need to join PSA and/or attend the convention. YOU BETTER BELIEVE IT! You can only improve your skills, or if by chance you need no improvement then you can teach the rest of us.

—Don Holman
Consumer Service Company
Chattanooga, TN