

## **We Look Back at Our 2015 Successes**

New Generation Sales Group takes a look back at 2015 and the success our clients had with our services. We hope to build on these triumphs with the transition into 2016.

New Generation Sales has been a leader in the hospitality field since its inception in the minds of two industry veterans in 2010. The company has taken steps forward in every year of operation and not only was 2015 no exception, it was our best year ever, with 1.2 million dollars in new, booked revenue for our clients! NGS continued its upward trend and reestablished itself as the best lead generation tool servicing the hospitality industry. We had a number of great steps forward in 2015 as well, outside of our usual track record of quality lead generation for our clients.

NGS was proud to welcome three clients in Puerto Rico, which joins the United States and Canada in our active markets. We see this as our first step toward securing a true international presence and will look to build our foothold there, and eventually work into Latin America, as well as Europe, Asia and other markets. In our minds, the sky is the limit, and working on an international stage will be a scary but exciting process as we move forward!

NGS was also happy to welcome Remington Hotels as a new corporate partner late in the year. We began with 2 properties in Maryland and Texas on a trial basis, and are happy to report both will be renewing with another on the way! As one of the leaders of the independent management company industry, working with Remington has been a true pleasure and we will look to solidify and expand our relationship with them in the years to come.

Our contract renewal rate peaked again after skyrocketing to 91.5% in 2014. We were able to bring back clients at a rate of 93.25%, a true testament to not only the effectiveness of our sales team, but the strength of our data, and of cold calling as a source of lead generation. We are proud to stay old school, but mix in new techniques to stay relevant in the chaos that is the hospitality industry.

NGS expanded our team by two new members in 2015 as well, bringing a combined experience of 27 years in the hospitality field. Tom has worked for the Hilton brand for all of his adult life, and Nancy has been all over the country, working at multiple independent resorts. Their breadth of experience has been a boon for us as we continue to expand.

2015 was a landmark year for the company, and as we look ahead to 2016 and the beginning of New Generation Sales Group, we can thank our clients and team for our successes that made the transition to the bigger and better company possible. –William Farrell