

A Note from Our Product Owner

Dear Customers,

Consumers today are savvier than ever. Researching a product or place of business before attending or making the decision to purchase has become standard practice for today's modern consumer. With vast information quite literally at their fingertips, they can educate themselves in a matter of minutes. Because of this, businesses need to continuously adapt to consumer behavior in order to stay relevant and in front of not only potential clients but current clients as well. To provide the tools needed to enhance the client experience (and increase client retention), we here at EZFacility continue to work on updating our Self-Service platform.



Visually, Self-Service users can already see a cleaner and more intuitive interface that boasts highly customizable features. On the administrative side, you and your team can have more options for what client notifications are enabled, more branding choices when setting up your Self-Service site, and can utilize additional formatting for the Welcome Message and Payment Terms & Conditions.

Additionally, we have made exciting changes to the client-facing invoicing platform. Within the invoicing screen, clients can now view their open invoices, make payments quickly, see their payment history—and—can view all payment options for their entire family easily within the same Self-Service login. For example, a mother of three—who has been previously paying for each of her children individually—will now be able to view, manage, and make payments against the desired invoices for all her children with a single transaction.

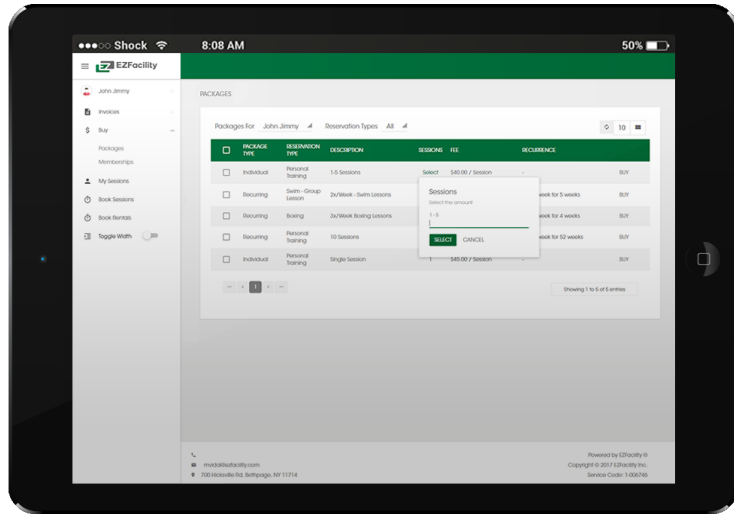
Our [Redesigned Self-Service Webinar](#) recording is available for your convenience to watch these updated features, and more, in action.

In addition to the features above, our development team has continued their hard work to provide you even more module updates. The most recent features of the Self-Service redesign include:

- **Updated Online Rentals-** Clients will be able to use a step-by-step wizard to ensure a seamless and easy rental process.
- **Agreements at Checkout-** Clients will now have the ability to sign agreements during the checkout process.
- **Custom Subdomains-** You will now have the added the ability to set a custom subdomain for your self-service URL.

We currently are assembling the Early Access Program participants to test out and provide feedback on the new Self-Service features listed above. We want to ensure we release the best possible version of Self-Service and your feedback is extremely valuable. If giving new features a test run is something you would be interested in doing, please fill out the [appropriate information](#).

Please Note: Not all who sign up will be chosen to participate in the program, but we will do our best to accommodate as many people as possible.



For more information on Self-Service and other upcoming features, please contact your account manager or call our Customer Success Team at 1.866.498.3279. Additionally, be on the lookout for upcoming user groups, early access programs, trade shows, and webinars for all of our latest features and updates!

Yours Sincerely,

Mike Vidal
Product Owner

EZFacility Client Spotlight – Craig & Lisa Koppelman, CK'S Baseball4U

Lisa & Craig Koppelman
EZFacility Experts
CK's Baseball4U

CK's Baseball4U was founded in January 2002, and in 2010 relocated to a state-of-the-art indoor training facility in Morganville, New Jersey. The mantra of CK's Baseball4U is to maximize the athletic capabilities for all student-athletes who pass through their doors and we couldn't think of a more inclusive goal for sports fitness!

"EZFacility helps organize our business from collections to scheduling our customers efficiently, collecting our fees in a timely manner, communicating with our customers on our upcoming programs and offerings and more. It's a tremendous resource for a company's employees in being a user friendly interface. We are thankful for the incredible customer support for the eleven years we've been in business. Thank you EZFacility for making our business run smooth and



organized!"
and Craig Koppelman

- Lisa

Great job, Craig and Lisa! We're happy to have you and the CK Baseball4U team as part of the EZFacility family.

CK's Baseball4U offers an amazing variety of facility features such as Team Training, Private Instruction, Summer Camps and so much more. If you happen to be in Morganville, New Jersey, make sure to stop by and check out their awesome retractable batting cages.



Check out CK's Baseball4U's website and location offerings [here](#).

Trainers Corner- Tips and Best Practices from our Training Department

EZLeagues

Summer is here at last. The sun is shining, the grass is green and recreational sports are in full swing! As a current league organizer, nothing is better than having a smooth-running league with no issues, or tournaments that run-on time with both attendance and payment requirements full. Unfortunately, this can be an uncommon situation though.



We want to help your league or tournament avoid these situations. That's why I've compiled a list of helpful guidelines to help make a difference this summer.

E-mail Alerts: Let's say one of your fields is flooded with attendees right before the games are supposed to start. You have a backup field and need to let your teams know that they are going to be playing there instead of the overcrowded fields. What is your best course of action? Calling each player and

captain? Mass text? Both can be time-consuming and cause you a headache.



Within EZLeagues though, you can enable **Game Change Alert**, which will automatically send an email to each player on the team, notifying them of changes made to their game.

You can also set up E-mail Alerts prior to the game. Within those E-mail Alerts, you can set **Game Reminders**, which can send a first and second reminder email to each player as to where and when the game will be held and remind them to check their email in case anything has changed at the last minute.

News: Another quick way to contact your players would be to add a **News** story to your Public Site. Perhaps some clients do not check their email and look at your website more often. Within the Public Site, you will have a home page, an individual league page, and tournament page.

The great part about the News feature is that you can post information to whichever page you choose. Your post might be specific to one league, in which case you would post your news onto the individual league page, or you can make a post on the home page for everyone who is associated with your facility to see. You have the option to choose where your news is posted.

Generate Report: If you are trying to get a list of every team within a league who has or hasn't paid yet, EZFacility can create a report that will generate all of that information for you. Choose to click on the whole league and see all of your teams on one report, or click on the specific team for an individual report. Our software can also filter specific items for your report such as fee type, captains, waiver status, medical conditions, and t-shirt size. As you continue to run your leagues or tournaments, you'll want to define and filter important attributes, such as those, so you can continue to improve and grow.

For a more in-depth walk-through, learn more by visiting our [Support Center](#).

Blog Highlights



3 Vital Lessons We Learned From Attending HubSpot's Marketing Event

Nothing beats a good stretch of fresh perspective. Our content team took a trip for some fresh perspective on the social media industry and we're happy to share what we learned with all of you. Take a dive into the marketing world today, join us in our recap —and let's get a new perspective on social media together!



Are Administrative Tasks Occupying Too Much Of Your Time?

Congratulations! You have achieved the dream of opening your own gym or personal training facility. Your initial marketing campaign was such a success that your membership numbers have gone through the roof and many of your fitness classes are oversubscribed. It all sounds wonderful, however, as your business grows unfortunately so does the administration and tasks. Administration tasks that can take you away from offering first class support to help your members achieve their fitness goals. It's great to be kept busy with increasing client numbers by signing up and joining classes, but there is a price to pay if it all becomes too overwhelming...

The Ventriloquist, The Magician, and The Right Magic of Your Business Identity

Manager, Director, Leader. These are some titles you've earned before becoming the business owner. As the business owner, you have effectively attained the right to control your business identity, and every business owner, of course, should have control.



The funny thing is, though, clients want control too and in today's digital environment there are many ways to pull off the ol' smoke and mirrors trick to keep clients happy while still guiding the identity of your business.

This is where we should start. A big aspect of your business identity is its relationship with your clients. Nobody should have to be an approach to any relationship on the start of an owned business. It should also never become a hot mess for any matter of business because that the business identity turns into The Ventriloquist, making clients "believe they are a change" when they're actually the client, thus lowering the risk of a client.

Building upon a relationship of identity puts the relationship of a much higher one. Before, for example, was met with a major lawsuit in 2014 due to a major communication error regarding hotel user accounts and other information. Naturally, there was able to bounce back but in the personal case of customer identity, the lawsuit in this relationship remains.

It may not seem obvious, but these moments happen constantly in the digital landscape between some of the largest businesses in the world and why? They are taking their clients. It can be made any client, but it can provide companies the perfect advantage this client.

So how do you avoid this potential nightmare? Not by creating a social media and being under your desk. The best way is to target The Magician, and address an identity by understanding The Magician.

Detail Your Presentation
Think of The Magician and how they interact with their usual resources of the audience. They always act and encourage before this business.

You may be surprised of this comparison because when we think of a magician, we may think "trick" and "tricking the audience," but it's really the essence of a magician that only one magic show still goes off. This is where a positive relationship comes into play. The magician deceives and misleads, leading their audience to believe in the wonderment of the performance the same as they do. Detail becomes a word to remember the same as they do. Detail becomes a word to remember the same as they do.

The Magician knows everything about presentation, and the best way to ensure a good presentation is consistency, movement, it takes questions, encouragement, and education. The right business that encourage the magic of an identity.

So let's stop away from The Magician analogy a bit and get into the details. We're about to make a trick on their first day of the gym. Always make the right move to being present, effectively giving your business the most human relationship possible. Your goals are simple. Encourage, inspire and educate. Note that the recipient must be within a solid level of control to ensure a successful time of interaction to meet these goals.

Show Yourself
Breakdown the client to your excitement. This was done through and maintain your knowledge, show what? This is a primary and shouldn't be on your mind, as one of the biggest tips to getting into a relationship (magician or otherwise) is to be able to show it. It's more possible by sharing yourself and your team. Let those a few things about what makes you and how your team do this.

same. It can be something as little as your favorite food or color. When the client sees positive energy from your employees they are more likely to express themselves and more likely to trust your business in social media. Even a professional as well as our clients as clients. It is the same with our clients and clients that are more likely to see you as a new client.

Become The Role Model
Of course, a strong firm and positive body language aren't the only actions that can lead the way of a lasting customer relationship. Clients believe in authority and when a mag can never make their trade, they do believe what the results will be (most out of the hat, misperceptions and website but connections through the same lenses of their perception. The most evidence of magicians isn't how their audience if they don't know what they're doing or understand their partner. It's who they inspire and are consistent to establish a solid bond with their audience. The art of creating specifically led to your business in this post is to show your clients identity before presenting business features and while The Magician will still offer an act, your client customers believe through technology, including the one that one.

The Grand Finale
Now your clients know you and you know your clients know you, you want to stay in contact, communication, the importance way to stay in touch is by announcing your new business model in a way that your clients already have a connection with you and by enhancing that connection through EZFacility. Social media apps, your clients will not only be instantly more satisfied with your services but security because of you and your acceptance because at the end of every magic show, we celebrate together.

For more information on EZFacility, call 1-888-888-8888, email info@ezfacility.com, or visit www.ezfacility.com.

The Ventriloquist, The Magician And The Right Magic For Your Business.

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Recent Webinars

EZ Essentials - Preparing For Summer Sports Leagues

This webinar focuses on best practices for advertising upcoming leagues, game scheduling software and more!

[Watch Here](#)

Still have questions? Reach out to us at support@ezfacility.com.

EZ Essentials - Open Webinar package Plans Feature

This webinar focuses on EZFacility's updated Package Plans feature. Topics to be covered include an overview of Package Plans, highlight changes made to Package Plans and benefits of switching to the updated Package Plans.

[Watch Here](#)

Still have questions? Reach out to us at support@ezfacility.com.

5 Year Anniversaries

Our sincerest "thank you" to all of our customers, both new and old – we greatly appreciate your dedication and look forward to serving you for many years to come.

[Centennial Gun Club](#)

[Cardinal Stritch University Recreation](#)

[Kalispel Tribe](#)

[Richard Fitness](#)

[Central Coast Youth Sports Organization](#)

Upcoming Events



Athletic Business Conference & Expo
November 9th-10th, 2017
Orlando, FL

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