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**It's Not Too Late:**

***[AgencyFinder.com](http://AgencyFinder.com) CEO reassures clients there is still time to find the perfect ad agency or PR firm before 2015 arrives.***

(Richmond, VA, November 10, 2014) – "In a slowly recovering economy like what we're experiencing today, it's easy for businesses to put off key marketing decisions like finding and hiring a new marketing services agency," warns Charles Meyst, Chairman and CEO of [AgencyFinder.com](http://AgencyFinder.com). "The problem with that is that putting off an agency search in the last quarter of the year could delay the start of your marketing efforts for the coming year - and you will have set yourself up for failure."

What's needed, according to Mr. Meyst is [a solution](#) that can quickly and effectively create successful pairings between marketers and the right-sized ad agency or PR firm with the experience and talent to hit the ground quickly and effectively. "That may sound too good to be true,"

acknowledged Mr. Meyst, "Until you realize that we've built a deep database of more than 7,500 world-wide agency offices over the past seventeen years that allows us to do just that."

The average time required to identify and review prospective agencies can take less than 72 hours. "We've been able to slice and dice our database to such a fine level that we can identify sub-specialties and industry knowledge among the agencies in our database with incredible accuracy," says Mr. Meyst. "Looking for an ad agency that can handle alternative energy? We can introduce you to over 100. Need a PR firm that understands crowd funding? There are hundreds in our records."

Once identified, the [AgencyFinder.com](#) team [helps the client](#) construct and conduct the reviews, on-site interviews and final selection. "There's quite a bit of one-on-one attention given to the marketer," explains Mr. Meyst. "And it's all provided at no charge when the client hires a candidate and goes ahead with the relationship."

[AgencyFinder.com](#) is able to provide this service at no charge because the [agencies](#) in its database pay annual registration and participation fees. No agency pays more than \$5,500 a year. Smaller accounts and projects require lower agency fees than larger accounts, and fees accumulate over a year until an agency has reached the \$5,500 limit, then participation in additional reviews is for no additional charge.

"We've helped clients all shapes and sizes," explained Mr. Meyst. "The largest account we've helped find a home was over \$90 million in annual media spending; earlier this year, we assisted a PR account spending \$5,000 a month land at a small firm in the Midwest. If you've got a budget that fits somewhere in that range, we can help."

While the free cost of the service is a definite factor, Mr. Meyst points out that it's usually the speed and quality of the matches that makes AgencyFinder uniquely valuable to marketers. "Companies that wait until the first of the year to begin their search and selection process soon find it's May or June before they're able to get back into the market. The loss of nearly half a year can be devastating to a brand under siege by its competition." he said. "There is still time to hit the ground running in 2015," Mr. Meyst explained. "But companies need to start today."

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**About AgencyFinder** – AgencyFinder and its companion web site, [agencyfinder.com](http://agencyfinder.com), is a service of Business Partnering, Int. (BPI), a Virginia corporation founded in February of 1997. The service is unique in its match-making process for pairing advertising, public relations and marketing agencies with clients and is intended for use by companies seeking agency support for projects, campaigns or long-term relationships. *Searching is free to marketers* and supported with complimentary search consulting advice (telephone and on-site consultations) provided by BPI's executive staff. Advertising agencies and public relations firms (right-sized for budgets less than \$100,000 to more than \$100 million) pay an annual registration fee to be in the on line database and to be eligible to participate in reviews.

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