

FRS Announces Revolutionary New Preferred Partner Program

Most software companies are interested in one thing and one thing only – selling you their product, of course. Once they make the sale and have added you to their client list, they frequently forget about you. Hopefully, they provide good customer service and adequate technical support but that's about as far as it goes. What if...the vendor that sold you their product wanted to help you win new business and achieve greater levels of success? What if... they wanted to assist you in building revenue and market share? What if... the vendor actually put their money where their mouth was and invested in the marketing and promotion of your company to qualified prospects? Could there *really* be such a vendor or are you just dreaming? If you're in the background screening business, the answer is a resounding "yes"!

FRS, the preeminent provider of background screening solutions for the last two decades, has broken the mold and shattered the status quo with a radical and innovative program designed to help its Preferred Partners close more sales and rack up additional revenue. The FRS Preferred Partner program was created to provide our clients with qualified leads, new sales and lasting partnerships with HR organizations in need of best-in-class Consumer Reporting Agencies (CRA).

At no cost to the FRS Preferred Partners, a number of initiatives are underway to help drive business to their doorsteps. One of those initiatives was the recent launch of a new website called EmploymentScreeningRFPs.com: <http://www.employmentscreeningrfps.com>. This website is designed for HR Professionals who are looking for best-in-class CRAs to participate in their RFP / RFQ process for Background Screening services. In addition to receiving qualified leads, FRS Preferred Partners achieve higher visibility and greater exposure for their companies, priority status and discounted pricing on certain customizations and integrations.

All Preferred Partners' companies are showcased on the EmploymentScreeningRFPs.com website. This new website is being marketed in several ways. FRS has purchased an ad featuring the website in the *2013 Annual Background Screening Industry Buyers Guide*. The distribution of the Buyers Guide will commence at the 2013 SHRM Annual Conference which is currently projecting more than 12,000 attendees. After the SHRM Conference, the Buyers Guide will be distributed to more than 20,000 Human Resources Managers. The Buyers Guide is an excellent marketing tool to direct HR Managers that make decisions about selecting background screening firms to the EmploymentScreeningRFPs.com website. Members of the FRS Sales and Marketing team will also be attending the 2013 SHRM Annual Conference to meet with HR Managers face-to-face and get the word out about our Preferred Partners and the new website.

Social media relevance is of the utmost importance for creating awareness and generating buzz. With that in mind, you'll see EmploymentScreeningRFPs.com on LinkedIn, Facebook and Twitter. In addition, FRS will be inviting one of its Preferred Partners to post a guest blog on the FRS website each month.

About FRS

At FRS, the ultimate goal for our technology solutions is to keep families safe – safe in our workplaces, our schools, our neighborhoods and our playgrounds by enhancing the entire background screening

process to ensure speed, effectiveness and accuracy. Through FRS, accountable hiring, recruiting and staffing professionals can gain seamless access to industry expertise, coupled with data rich solutions continuously refined by our network of specialists.

For nearly two decades, our Consumer Reporting Agencies (CRAs), through the compliant FRS technology network, have serviced over 60,000 Human Resource Professionals in Corporate, Government and Non-Profit organizations. By combining strong partnerships with Human Resource Information Systems, (HRIS), Applicant Tracking Systems (ATS) and other HR-centric technology, FRS is the most widely preferred background check solution in the marketplace today. For more information, visit our website at www.frsoftware.com.