

Internet Services Firm, Leverage Point Interactive Launches Business in Charlotte, NC

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Agency: **Strategic Vision, LLC**

CHARLOTTE, NC – July 31, 2008 –A new force in building eCommerce web sites has opened shop in the Charlotte metro area: Leverage Point Interactive, Inc. President Sean McNamara says, “Leverage Point Interactive works with clients in leveraging their existing web presence to reduce costs, increase profits and achieve goals necessary to grow their businesses. We do not just build web sites; we engage our clients’ long term to ensure successful use of web 2.0 technologies that offer tangible and measurable results.”

LPI is not just another web design firm. They work with clients to truly understand what their business goals are, and apply best practices using web technologies to achieve those goals. Many businesses lack in-house technical resources, or their current technical resources might be tied up with core business concerns—but that shouldn’t stop them from taking full advantage of the Internet. Leverage Point Interactive offers affordable, end-to-end solutions for establishing and sustaining an effective, results-driven Internet presence. Clients are able to concentrate on their core business and avoid the high costs and technical challenges of managing an Internet presence in-house.

Leverage Point Interactive also sets itself apart from the competition by continuing to work with the client to review the statistics from the web presence, and really helping the client to understand what those numbers mean for their business. “Too many clients have told me that former web consultants walk away after the site is complete. That is a shame; it isn’t really of any long term benefit to the client or the consultant. Both companies do so much better when a true partnership is formed, and the web presence is examined and updated to continually bring in new customers and retain existing ones” says Sean.

McNamara further explains, “To provide our clients with the best possible service, we have established a partnership with AIS Media, a leading Internet technology and services provider. When clients work with us, they benefit from a multitude of skills sets from a large and established organization, cutting-edge technology and first-rate technical expertise, a single point of contact and the close working relationship of a local partner, perhaps the fastest and most reliable network in the industry, the ability to provide a complete end-to-end solution, expert marketing and technical support staff and exceptional service. This really sets us apart from other Web Service providers.”

About Leverage Point Interactive Inc.

LPI offers a complete suite of Internet services to generate profit, reduce expense, and retain customers. Their areas of expertise include eCommerce, Web site Design, Custom Development, Web Hosting and Merchant Services. To learn more about how Leverage Point Interactive visit: www.leveragepointinteractive.com

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