



George Brindley Jr  
COO

## George Brindley Jr of NuSound Telecommunications Explains Evergreen Contracts

*Industry Leader to Lend His Expertise  
and Years of Experience to Help SMBs  
Avoid Getting Locked Into Telecom  
Contracts*

WHITE PLAINS — November 1, 2012 — A vicious trend has developed among prominent carrier service providers called auto-renewals also known as "evergreen" clauses. Evergreen clauses are essentially an agreement between two parties that is automatically renewed or after each contract term, until canceled by the either party. For businesses, this means that you can easily become locked into contracts with poor service providers. Imagine attempting to cancel your services with a current provider, only to find out that you are contractually obligated to continue paying another year for a service you're completely unhappy with.

Hidden in your carrier service contract is language that automatically renews your services, preventing any opportunity to explore options to optimize or reduce cost on your carrier services. Be wary of

auto-renewal verbiage sent by the carrier along the lines of: **"Unless notified within 90 days of contract expiration date of intent to cancel services, contract will automatically renew for the same term at the same time."**

Locating the auto-renewal clause can be like searching for a needle in a haystack. One way find this verbiage is to call the customer service line of your carrier service provider to obtain the termination date of your contract and request this in writing. This simple process alone can save you thousands of dollars.

Ironically enough, these contract restrictions are often avoidable. In the case of "evergreen" clauses businesses have two options. On the one hand, you can avoid being locked into contract by making sure that you notify your carrier that you'd like to cancel services *in writing, prior to the expiration of the specified term.* These can vary from one contract to the next. On the other hand, you can consult with a

Unified Communications provider, like NuSound Telecommunications, who has been helping businesses deal with "evergreen" contracts for several years. Whichever approach you take, it's vital that you periodically review your carrier service contract and acknowledge the termination date.

"Small to mid-sized businesses are the backbone of our economy and they need all of the help they can get to continue fueling our nation's economic growth," states George Brindley Jr, COO of NuSound Telecommunications. "We get a great deal of satisfaction when we can help our customers get out of these contracts and get back on the fastrack to profitability." NuSound Telecommunications is a leading unified communications provider that specializes in:

- Examining current connectivity (phone lines and internet) to analyze cost/effectiveness in order to

make recommendations. If you're paying a long distance phone bill, we can eliminate it.

- Evaluating specific business needs, as they relate to Voice and IT services, and customize solutions accordingly.
- Most likely if your phone system is more than 3 years old we can cost justify a new system while eliminating the two risks of technology: Cost and Obsolescence.
- Educating our clients on the advantages of new technology and partner with them to increase their profitability and give them a competitive advantage.

NuSound Telecommunications has earned its position as the market leader by educating its customers on technology solutions that either create competitive advantages for them or increase overall profitability.

#### **ABOUT NUSOUND TELECOMMUNICATIONS**

Founded in 1986, NuSound Telecommunications is a dynamic, market leading technology company providing voice & data network solutions for the New York Tri-State Area. The commitment to providing a thorough understanding of each client's

unique telecommunications requirement as well to exceed customer expectations for more than two decades has enabled NuSound to team up with leading manufacturers such as Panasonic, Toshiba, Avaya, Zultys, Cisco & Freedom Voice. Outstanding design, implementation, service and support, empowers their client's to enhance productivity, increase profitability, and maintain a more competitive advantage within their own industry. For more information and to discuss "real case scenarios" please call 800-972-7271 or visit us at [www.nusound.com](http://www.nusound.com).