

# Executive Butlers

Because Your Time is Priceless

This is our first monthly newsletter and let me tell you, we are excited! We have *An Innovative Concept* that is sweeping the nation. Executive Butlers has introduced a new aspect to service in Israel, *Quality* Service!

## *A Brief History*

Executive Butlers is the brainchild of Roy Ben-Shlomo, a fully-accredited butler (the only one in Israel) who has been living here for four years. After amassing a wealth of experience in lifestyle management and concierge services around the globe, a short stint with an Israeli cleaning company sowed the idea for an exclusive housekeeping organization in Roy's head. Starting with one client in Jerusalem, to whom Roy provided a first-class, upscale home management service, word-of-mouth quickly caused the endeavor to sprout. Building on an entirely-referred client list and rapidly hiring new personnel, Executive Butlers developed into a high-end, multi-service concierge company that was entirely missing from the Israeli marketplace. Now firmly established, the concept continues to expand its client base and broaden its range of services.

## *Expansion*

We are happy to announce an extension to the Jerusalem friends. This branch of Executive Butlers maintains its focus on Property Management, Housekeeping and many of our new and sensational Services.

## *New Friends*

We are now in association with TLV VIP Travel Services and an array of great hospitality providers. Now, not only can we provide outstanding Quality of Service, we can provide you with Luxury Services never before available!!

We are also proud to now offer the services of The Handyman Couple – a dynamic duo who can handle any kind of home improvements, whether it's one shelf or a whole room!

## *New Programs*

Need a PA? Security guard...etc.? We are more than happy to help you find that perfect person to make your life that much easier. We can now confidently refer you quality prospective personnel that have been hand picked and approved by Executive Butlers!

# New and Exciting Packages!!

We are proud to introduce 3 New and Exciting Packages, all of which include a multitude of services and discounts, unrivaled Quality of Service, and a dynamic team of enthusiastic men and women managed by the only certified butler in Israel!

## *Package 1*

20+ hours Housekeeping Service.

**Includes an impressive selection of services of which you may select 3.**

### Services include:

- One 3 Course meal prepared for you at home
- An Acupuncture session
- Paint the town red or enjoy a quiet night out, children-free!!! (babysitting service)
- Enjoy 3 Free Housekeeping Services of maximum 5 hours per service!



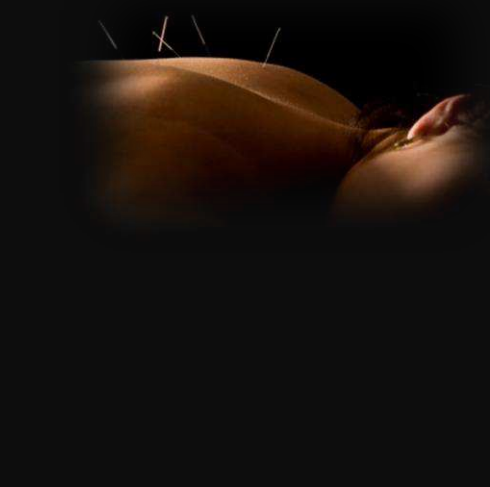
## *Package 2*

25+ hours Housekeeping Service.

**Includes a total of 6 free dazzling Services! Mix and match the following 3 Services to create your perfect 6-service Package!**

### Services include:

- One 60 minute Thai Massage
- One 60 minute Yoga Class
- One 60 minute Acupuncture Session



## *Package 3 - Includes Free Bonus!!*

32+ hours Housekeeping Service.

**Includes 1 free Service from Group A and 8 free services from Group B!**

### Group A

- A breathtaking Couples Flight around Tel-Aviv (couples can be parent/child)  
or
- 3 Free Housekeeping Services of up to 8 hours!!

### Group B

8 free services provided over the course of the year. Available services include:

- One 60 minute Thai Massage
- One 60 minute Yoga Session
- Acupuncture
- One 3 Course Meal prepared for you at home.

**This package also comes with a Mini Spring Clean of 50% off the regular price! Maximum of 30 hours!!**

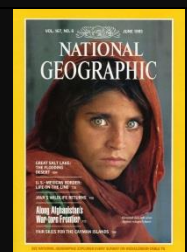
All packages are contingent upon a one year contract.  
Term and Conditions Apply





# Need a Magazine Not Sold in Israel?

Executive Butlers would like to make you feel more at home by bringing to you that special magazine that you have been dying to catch up on; below you will find a few of our favorites. Please let us know of any and all magazines you would like to see on your coffee table so that we might make it a reality (at a discounted rate).



## *Coming Soon*

We are in the process of creating an employment agency specialising in Executive Services. We hope to bring on new members to our dynamic team who are specialists in their field. Their special skills coupled with Executive Butler's outstanding record of Service and creativity will bring you nothing but the best in anything and everything you request of us.

## *Your Investment*

Our success is your success, and we owe this to many things. We ensure communication between clients and Executive Butlers on a regular basis, reports are generated after every service to ensure quality and we encourage client comments after every service; whether they be positive or negative. We also create client profiles which help us personalize your service, birthdays, likes, dislikes and so on. We utilize this information to keep our housekeepers informed as to what has been done and what needs to be done on future visits.

## *Price Increases*

As much as we all dread increased prices on anything...they are as inevitable as taxes. Fortunately, Executive Butlers is always thinking of you. We know that your time and money is precious, so we want you to feel great about your investment with us. This is why, even though our prices increased by ₪10 as of January 1<sup>st</sup> 2013, we ensured that the increase would not affect you (our existing clientelle) until you have had a chance to read and consider opting for one of our new and fabulous packages.

*We hope you enjoyed our first newsletter as much as we enjoyed making it just for you, until next month! 😊*