



High Impact, Smart Investor Relations

5 Reasons to Switch from Your Current IR Provider

Save Money We have found that many companies are paying too much for the IR services they receive. In today's economy it doesn't make sense to pay \$10,000 per month only to make an occasional press release. At Target 3, we are happy to serve value-oriented clients with modest IR needs that wish to retain a professional IR services firm at a reasonable cost.

Re-brand Your Story Is your firm one of the many today with a great story and little equity participation to show for it? Many of our clients come to us, because they need our fresh perspective to communicate the value of their "new" brand. We've developed our *Power-IR* program for just such situations. It is the ideal way to re-launch your IR activities while maximizing benefits per dollar spent. For more information about *Power-IR*, click [here](#).

Meet New Investors Use Target 3 to meet new investors! We recommend the use of traditional road shows and, when more cost-effective for the busy CEO, Virtual Investor Presentations (VIPs), in which a live presentation is made over the web. Furthermore, at Target 3 we have the resources and connections to ensure our clients get the best exposure.

Perfect Your Message Target 3 is uniquely positioned to help our clients perfect their IR communications via our expertise and the assistance of our corporate partner, [Presentation Excellence](#). We make sure your investor presentations, annual reports, Website, trade show appearances, etc. are compelling and succinct for maximum impact.

Work with the Pros We have experience running and advising businesses – from start-ups to Billion Dollar companies, and use

that expertise to help you formulate and execute an effective business plan. Increasing sales and profits is the best way to win over investors! In addition, at Target 3, you work directly with the “A Team” (principals) and not the “C Team”. It’s like working with key members of your company!

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