



By Susan Ferrell
President

Travel Experts was established 22 years ago. The company's policy of paying 100 percent commission with a high level of support has made Travel Experts the program of choice for the best agents in the industry. Travel Experts has grown slowly but surely over two decades, as its program is not a good fit for every agent. Conversely, the company is extremely selective in those agents it accepts.

Travel Experts is owned 100 percent by Susan Ferrell. Her philosophy, and that of her management team and support staff, is that their Independent Contractors are their clients. The company views them in the same way that any business owner views his or her best client—making sure they provide what their clients need and thinking ahead to how to best serve them. Travel Experts understands that each agent is an entrepreneur, and the company is truly respectful of the business they have built. Above all, the Travel Experts team works to foster a relationship that will last for years. Travel Experts is a member of Virtuoso, ASTA Premium Member, CLIA and NACTA.

Travel Experts has over 200 Independent Contractors. Many come as referrals from existing agents. Their selection is based on sales volume, their vision for their business, their approach to client relationships and their references. Most of its Independent Contractors

Travel Experts, Inc.

have been in the business for more than 15 years. Many deal strictly with high-end leisure, while others have strictly corporate accounts and some have a mix of both. All are of the mindset that maintaining client relationships is the most important aspect of their business.

As a Virtuoso agency, Travel Experts offers its marketing programs. Interest coding and advisor personalization allow Independent Contractors to speak directly to their client's travel preferences and lifestyle. Virtuoso members receive thousands of dollars in free supplier-funded marketing every year.

A full-time tech expert on support staff will assist with any technical issues that Independent Contractors may encounter. An extensive Intranet website features volumes of information. In addition, the company has a site for archiving RFIs (Requests for Information) with search capability, and utilizes ThinkTank software for regular discussions and information sharing. An extensive menu of sales reports for Independent Contractors and/or their clients is provided at no charge.

There also is no charge for training. When an Independent Contractor joins Travel Experts, he or she is invited to the company's office for a few days at the company's expense. During that time they meet the staff, go through the company handbook and website, participate in Sabre training and receive an introduction to Virtuoso.

On a weekly basis, Travel Experts offers supplier presentations, Sabre and/or tech updates broadcast to all Independent Contractors via Webex. There are also unlimited educational opportunities available through Virtuoso.

Independent Contractors are encouraged to participate in anything and everything Virtuoso, including Regional Meetings and Travel Mart, which Travel Experts partially underwrites. At Travel Mart, the company has brainstorming sessions or supplier-sponsored get-togethers for just the Travel Experts attendees.

The monthly fee for membership is \$550. Independent Contractors receive 100 percent commission.

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