

SUPPORTING LOCAL BUSINESS BECOMES EZBZ THROUGH NEW “SOCIAL CONCIERGE” PLATFORM

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Shana Schlossberg

Pioneering the concept of a social concierge service, myEZBZ.com enables its users to have businesses large and small compete on equal footing to earn their trust and solve life's little problems.

myEZBZ.com allows users to fill out a free request for services ranging from home repairs to finding a new personal trainer and everything in between. Users include pertinent details along with images, if need be. Then, the myEZBZ platform, which is available as a free download for Apple and Android devices, uses smart and radius technologies to contact all businesses within the user's area via email and SMS, with all of the details provided by the user in real time. Businesses can respond to a user's request, at the cost of only one dollar. The user can then choose among the competing bids.

EZBZ, Inc.'s founder and CEO, Shana Schlossberg, is fueled by her passion for small, family-run businesses and chose to establish an innovative technology platform to empower them. The platform allows for real-time honest commerce, so a sole proprietor can compete at the same level as a 500-person enterprise.

Within the platform, Shana and the myEZBZ team have also partnered with other family-run businesses to streamline their services. Most recently, EZBZ, Inc. launched its partnership with New York institution B&H Photo & Electronics providing services for the esteemed brand's consumers through a software widget on the B&H website. Now when customers purchase merchandise which requires installation, like a new home theater or stereo surround-sound system,

they will be directed to a widget for myEZBZ. The platform will then autofill a service request based on the customer's B&H purchase and send it out to the businesses within reach for a consultation, thus eliminating the hassle of finding a service provider to do that installation work.

For Shana, launching EZBZ, Inc. was never simply about making money. For her, as with other social entrepreneurs, it's about creating a product or service that also contributes to the betterment of society and inevitably the world. Being a social entrepreneur is not only about starting a company to end world hunger or stop global warming, it's also about starting any company that is socially responsible. Shana's motivation was to level the playing field for small and big businesses. Through her experiences working in the corporate world for 15 years, she found that companies that touted themselves as empowering strong, small businesses were often just pushing empty rhetoric. In fact, those organizations often manipulated and took advantage of the very small businesses they claimed to assist.

With EZBZ, Inc., Shana has created a platform where small, local businesses potentially hold the same clout as a massive company. In turn, users in search of quality service will no longer be blinded by a large company's marketing efforts or by the capital behind the top positions of some Yelp or Google listings. Instead, myEZBZ users can pick a company based solely on its brand reputation.

For more information, visit myezbz.com or download the free myEZBZ app from the App Store or on Google Play.