



RF Computers

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We would like to take this opportunity to wish everyone a very Merry Christmas and a great New Year. Please accept our apologies for this lengthy end-of-year letter. Some clients we see on a regular basis as others we see rarely. Information and knowledge is the key for making good decisions and we desire to assist all our clients by passing on the same information to all.

Next year RF Computers is looking at some new ideas and products to serve our clients better. We appreciate the feedback we receive and always look forward to hearing from our friends. Our business continues to grow through referrals and client testimonies. Please take a minute out of a busy schedule this holiday season to log onto www.rfcomputer.biz, click on the feedback link and leave us your comments, concerns, praises or complaints. Testimonies are greatly appreciated. They allow potential clients to know why our friends prefer RF Computers.

Upon reflection over 2010 topics unique to the computer field began to become apparent. The first is how many times we had to call a client and say, "I'm sorry, but all your data is lost" This is a very difficult thing to do as we understand many important documents and picture memories are tied up in our computers. The fact is hard drives do fail. Sometimes viruses are the culprit, sometimes it's mechanical. Many times we can recover most or all of the data; Other times not. Even our clients who back up regularly have had the backup damaged, lost, stolen or destroyed. There is a better and safer alternative

RF Computers has partnered with Mozy Online Backup Service and we have been impressed with the reliability and ease of use. Mozy offers up to 2GB FREE BACKUP and unlimited for only \$4.95 per month. The client is in total control of what to backup and how often. All data transferred is encrypted, meaning if in the unlikely chance it is intercepted in transit it is encoded making it unreadable. RF Computer highly recommends every client has some type of online backup service. Please use the link found on the Services Page to access Mozy and see what they can offer you.

Another obvious concern is not just in the computer field but in every aspect of life these days and that would be nothing less than the economy.

We have clients who simply cannot afford to call us when something goes wrong or they just need a little help. This is not only a hardship on our clients but has caused RF Computers to not always charge for work being performed or time spent giving support either online or via phone. As always the client comes first and we will continue to offer FREE advice and consultation, but to help with the cost of technical support we are offering prepaid support and service contracts tailored to meet your individual needs. For as little as \$10.00 per month you can enjoy the peace of mind knowing when something goes wrong you can actually get the support you desire without wondering what it will cost. A basic \$10.00 service contract entitles the client to 2 hours support calls per month whether it is online or via telephone. We also offer other options and variations to the support and service contract, some including service calls and hardware replacement. This idea is designed mainly as an extended warranty for those machines outside of manufactures warranty. What is being paid for is much like insurance to allow our clients peace of mind. Please visit www.rfcomputer.biz for all the details or call us to sign up.

Also in today's economy it is understandable we want to save as much of our hard earned dollars as possible and we head out to the "big-box" stores because of the "special" deal. What many of us do not see are the hidden costs associated with the "deal" store employees are sworn not disclose. At RF Computers our goal is to develop long term relationships, client loyalty and absolute client satisfaction. not just make the sale. Toward that goal we have posted an article on our website pointing out what to watch for when looking for computers and components. We will also take this opportunity to disclose a couple little known facts.

RF Computers does sell NEW systems, most with 3 years parts and 2 years FREE labor, no extra service contract to purchase and the service is done locally. We certainly cannot compete with the big names but we can ensure that your system will not be stuck somewhere in Texas for months or that your data will not be destroyed in the process of a repair. (Yes, we have seen it happen)

Last little known bit of related information. There are places in California where the economy is growing while other counties such as Stanislaus still struggle to come out of the recent recession. What is happening? There has been big successful movements in places like Santa Cruz to bring back the local merchants. Santa Cruz residents realized that all the "mom and pop" shops had closed up and their communities no longer had that tight knit community feeling. Thus began the "Local First" movement. Although the movement was started more for nostalgia the surprising end result was a boost in the local economy. Studies show that communities who visit and buy from local owned businesses are doing much better than those that shop at the "big" name stores. Try to find a Starbucks in Santa Cruz. Yet the local mom and pop coffee shops are plentiful and better.

It has been estimated that only 43% of money spent at the chain stores stays in the local economy while 68% spent locally does. Unemployment rates in Local First communities are also much more optimistic. This is just another hidden cost of shopping at the big chain stores. It is understandable that we cannot always shop local merchants, groceries and gas for example, but the fact remains that shopping locally not only ensures business who truly care about their clients and their communities such as RF Computers will be around for years to come, but that shopping local merchants helps to battle the hidden cost all of us in our community have experienced in one way or another. Even shopping RF Computers online affiliates through our website helps and still saves our clients money. Please consider your local businesses when out shopping for that "bargain" It may be less a bargain than is realized.

RF Computers thanks you for your business and your valuable time and look forward to a mutually beneficial relationship in the year to come. For additional information on any topic in this letter visit us online at www.rfcomputer.biz or give us a call at 209-492-9090

Thank You and have a Wonderful Christ Birthday

Steven N. Neff

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