

## **Music Now Executive Summary**

Music Now is the leading provider of DJ music entertainment for weddings and special events in Santa Cruz County. We've successfully created custom performances that promote and enhance the enjoyment of our client's special events for over 20 years. By employing true-tested methods and reasonable prices, we've grown our client base primarily through referrals from satisfied customers and professionals.

To ensure an enjoyable, appropriate program and prevent unforeseen problems, Music Now employs a unique preparation system. Clients are thoroughly screened prior to their event to collect information about the event theme, location, audience demographics, music preference, attire, agenda, and other details.

Music Now equips professional, knowledgeable, well-trained DJs with the latest in high-quality equipment and a vast music selection for each event. Our DJs pay close attention to details and instructions but will go to great lengths and always remain flexible to achieve our primary goal — client satisfaction.

Our primary clientele consists of couples planning their wedding and wedding planners. Additional target markets include corporate events for business customers and employees, anniversaries, holiday parties, school and nonprofit organization fundraisers, religious events, and other indoor and outdoor events requiring anything from background music to hours of dancing. Literally all local businesses serving the wedding industry refer their clients to Music Now.

Robert DeHart, founder and owner of Music Now, has decided to sell the business to Jack Crawford. Jack has been involved with the evolution and success of the business, performing as a DJ and managing the business operations and staff for 20 years. He will continue to provide the same excellent service while expanding and diversifying the business. Rob will continue to be involved as a consultant.