

Fisher Video Production, Brookline

The Bride Was Beautiful But the Videographer Was Stressed Out... He Lost Over \$15,000 to Unreliable IT Before Reaching His MLANS “Life Raft”

In the little town of Brookline, New Hampshire, videographer Dick Fisher documents joyful memories for 110 brides every year, and he and his wife Judy have been doing this for many years. Chances are someone in your family has a Fisher Video Productions recording on the shelf.

The bride’s first call kicks off a months-long process: scheduling, editing, adding music and special effects, reviewing the first and final videos with the newlyweds, and then producing copies.

Every step of this complex process requires a computer. Scheduling and tracking multiple camera crews, and notifying them as locations change, is a major challenge. With operational computers, scheduling is smooth, sales increase, and the cameramen have more work.

Unreliable Tech Support Led to Losses Over \$15,000

“Because my computers were not working properly, I kept so much in my head for years, which was very stressful,” says Dick. “The delays were incredible, sometimes a week, sometimes ten days, and sometimes they never showed up at all! I cannot afford to be down like that. I lost \$15,000 to \$18,000 over six to eight years.”



**Dick Fisher,
Brookline, NH**

Mark Aronson is My Life Raft!

Dick recalls starting with Mark Aronson of MLANS Inc., “I was just bowled over because he was here in nothing flat and would come anytime I was able to schedule him in. He did a comprehensive job and I was very pleased.”

“When you have somebody like Mark taking care of your business, so much of the stress is gone. He is my life raft! As long as I can get to him, I’m going to be fine. He cares about his business and his customers. He will look at the whole situation and will do anything he can to make sure I’m back in business as soon as possible and as cheaply as possible,” says Dick.

“The Care and Concern Are Real and Not a Company Line”

“Mark Aronson has a tremendous sense of personal integrity that is so rare in business today. He has a refreshingly different outlook on business. The care and concern are real and not a company line. He wants you to be successful and he wants to solve your problems. His response time is great. He bends over backward to work with you. Never have I had a problem with anything he’s done here. He makes recommendations and has never led me astray. If all else fails and you are in desperate trouble, call Mark,” Dick says.