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**If a top diamond, star, or score rating is important to your business, imagine what becoming World Class Certified™ could mean.**

If you own or operate a top-tier hotel or resort, have you considered World Class Certification™ for your property? Certainly the best way to bring attention to your business like nothing else will.

Our service is unique in that we provide official World Class Certification™ for top-tier hotels and resorts worldwide. This certification distinguishes your top quality property from competition and firmly positions it as amongst the best of the best.

WCCS Certification™ is a powerful verification and validation of quality that goes beyond the various star or diamond rankings.

Genuine, consistent, worldwide, anonymous, third-party verification of world class quality for top-tier operators who understand how important it is to be formally recognized and certified as being the best. There is no cost or obligation to apply and the benefits for award winners are significant.

**Benefits of earning World Class Certification™**

Hotels and resorts that successfully earn World Class Certification™ receive a framed certificate of achievement and the optical quality crystal, World Class Certified™ award. The following benefits are also included:

1. You are welcomed as a member of an extremely exclusive portfolio. As such, you are encouraged to promote your membership and outstanding achievement in your marketing materials and throughout your property.
2. Your business will be in the top marketing position - unmatched by your competition. In this top position, marketing to your selected clientele is easier than ever before. Likewise, your clientele will be able to find your property easier, as it is unlikely that there will be any other World Class Certified™ properties in your market area.
3. World Class Certification™ enables you to command more for goods and services - across the entire spectrum of your property. After all, your business is now formally recognized as being the best.
4. The World Class Certified™ crystal award. Placed at your front desk and at the entrance to your fine dining restaurant, guests will instantly know that they are going to experience the best the world has to offer by being in your establishment.
5. Enjoy increased average daily rate and revenue per available room as your property is formally acknowledged as the best property in your market.
6. Initial and ongoing media that announces and promotes your outstanding achievement.
7. Obtain genuine certification from the only firm authorized to issue World Class Certification™. There is no other firm that awards this certification and once earned, your property is a member for a two year period, with renewals every two years. (Specifics are detailed in the Agreement between your property and WCCS).
8. License to place the World Class Certified™ logo on your front door, web site, in marketing materials, and advertise your property as a proud, World Class Certified™ award winner.



9. Your winning property will be the subject of a direct media release sent to all major travel publications, announcing your outstanding achievement. Sure to generate long term interest in your hotel or resort, this powerful release will provide property specifics, booking information and more.

10. Top travel agencies which specialize in high-end properties will receive your property profile and media release announcing your award. Of course, links to your web site and booking instructions will also be provided to these key business drivers.

11. Your property profile will be published and promoted on the MD Preferred® Travel Recommendations web site. MD Preferred Services is the premier online resource center for thousands of physicians and healthcare executives. These professionals understand the importance of quality care and high standards in their practices and they expect nothing less from the hotels and resorts that they frequent. MD Preferred® Services works hard to insure that physicians and healthcare professionals have information about and access to top quality hotel and resort properties.

#### **To apply for World Class Certification™**

World Class Certification™ is earned via several simple steps:

1. Download the application questionnaire from our web site. There is no cost or obligation to apply. You will be providing WCCS with details of your property. It only takes a few minutes to complete the form.
2. We will then electronically send you a detailed package of policy and pricing information for your review.
3. After you return the signed agreement, we will schedule an anonymous, on-site inspection of your business (usually within 30 days after we receive the signed agreement back).
4. Upon successful completion of the on-site inspection, you will be immediately presented with the framed, World Class Certification™ certificate, and six World Class Certified™ window logos. Should you wish to engage the media during this time, we will coordinate this event together, and we greatly encourage you to consider this unique marketing opportunity. You will also receive a draft version of the worldwide media release. We will then order your custom made, World Class Certified™ Trophy Awards (2 ea.) and the beautiful black, gold lettered plaques (2 ea.) which are delivered to you in approximately 60 days.

#### **World Class Certification™ is available for top-tier resorts and hotels worldwide**

Custom World Class Certification™ may be available for multi-unit and "Non-conventional" businesses, so please contact us directly. We regret that private, member-based facilities cannot be considered.

#### **About World Class Certification Services™**

World Class Certification Services™ is the independent certification body that sets the official standards of World Class Certification™ within the hospitality industry. Using performance based, guest-centric criteria, World Class Certification™ is awarded to top-tier properties that pass a rigorous on-site evaluation by an expert inspector.

We provide a level playing field for all hotel and resort operators who tender exceptional levels of quality and service. As the exclusive issuer of World Class Certification™, we also provide the unique opportunity for every top caliber hotel or resort to be fairly and equitably measured against world class standards in a transparent, accountable and non-biased manner. On-site evaluations are conducted by highly trained, full-time experts all of whom have 30+ years of industry experience and possess the highest levels of integrity, competence and skill.

World Class Certification Services™ mission is to identify, evaluate and award World Class Certification™ for top-tier hotels and resorts worldwide using its proprietary systems and protected trademark. Mr. Kevin Moll is the Managing Director of the firm and is personally involved in every certification awarded by the company.

#### **Contact**

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*There is no higher award or more significant achievement*