



For Immediate Release

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NEW REALITY TV SHOW

Sell It Or Max It

The Biggest Decision A Business Owner Will Make

Las Vegas, NV February 2019

JOSH FOX FROM BOTTOM LINE CONCEPTS Has joined the new reality TV Show “Sell It Or Max It”,

The new reality TV show being cast now in Las Vegas has announced that Josh Fox from BOTTOM LINE CONCEPTS, a no risk expense reduction consulting firm from New York will be joining TEAM MAX IT.

JOSH FOX From BOTTOM LINE CONCEPTS has joined TEAM MAX IT

One of the biggest problems business’s face is their out of control expenses. Merchant fees, utilities, property tax, leases, logistics, packaging, telephone, IT, vehicles, insurance, HR, delivery, packaging, tax and other expenses bury businesses with lost profit and time. Without the negotiating power, understanding and knowledge and experience, most businesses simply try reducing expenses by comparing costs at the rep or salesperson level and get nowhere.

Josh Fox has been working with companies successfully for over ten years and negotiating millions in reduced expenses allowing businesses to better allocate those savings to growth and profits. Now, Bottom Line Concepts will be on TEAM MAX IT to reduce the business owners' expense and hopefully getting the business to chose to MAX IT and continue to run their business.

www.bottomlinesavings.com

The show, SELL IT OR MAX IT

The new show focuses on business owners in America. Now, more than ever, business owners are facing one of the hardest times in history, more tax, more government oversight, rising minimum wages, international competition and technology overload. The business owner is required to be an expert in legal, tax, HR, marketing, sales, distribution logistics and technology and is now working more hours than ever before.

The show will be a cross between “The Profit” and “Love it or List It”, with the positive personality of “Fixer Upper”.

TEAM MAX IT will be made of up business experts and will remodel the business for better profits and growth while the TEAM SELL IT will do an initial valuation of the company and then will be bringing potential buyers to bid on the company. The seller will then have to decide whether to continue to run the company under a new and improved structure or to sell it and sail off into the sunset. The show will be providing up to \$50,000 in business benefits to the business owner.

When: Filming April 2019

Where: Las Vegas, NV

Casting Businesses: February 12th - March 29th. Final Selection of business, April 2nd

Created By: Ken Himmler

Hosted by Ken Himmler

Exec Producer: Samantha Steele

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Casting Website: www.sellitormaxit.com

Producers Notes: Members of the media are invited to interview the show creators, show contestants and be present on set during filming. Please contact Exec Producer for more details