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## News Release

*FOR IMMEDIATE RELEASE*

### *MyGovWatch.com Now Lets Users Predict Prices*

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**Collingswood, NJ:** Net Gain Marketing, Inc. (NGM) has added new functionality to the company's MyGovWatch.com website, enabling users to compare past pricing awarded on government contracts to those now open for bidding—revolutionizing how current and aspiring government contractors can use information uniquely compiled only on this website to predict how contracts will be priced by collection agency vendors.

This new functionality also helps users set their own pricing on government contracts more sensibly by doing for this market what the Multiple Listing Service (MLS) has done for real estate. Just like the MLS gives realtors data to help buyers know what to offer on a house by making pricing comps available on recent neighborhood sales, MyGovWatch.com now gives collection agency government contractors the ability to predict rates likely to be awarded by letting users compare one contract with others like it in a category. This includes 24 unique account types covering anything in the public sector, from taxes to student loans to public healthcare and utility contracts and beyond.

This unique tool lets users predict competitive rates on contracts they want to win by enabling side-by-side comparisons. It helps people anticipate what rates may be submitted by competitors by identifying similar contracts where those competitors have submitted an offer. It enables average balance, forward flow, liquidation, and revenue estimates on any one contract where data is incomplete by looking at others like it where the data is more complete. And it even lets users export snapshots of groups of contracts for offline modeling purposes.

“It has become apparent to us that even experienced government contractors sometimes submit pricing that is way off the mark on a contract,” stated President Nick Bernardo. He continued, “We’ve seen prices submitted by bidders that were much too high, and other cases where a winner has left something on the table by undercutting the rest of the field unnecessarily. This tool is intended to help people zero in.”

Simultaneously, the company announced a promotion through year end in which companies not currently using the service but interested in doing so can qualify for a free trial simply by attending an online demonstration of the system.