



# THE B&B TEAM SUPPORTS THE INN CROWD WITH HELP FROM CARBONITE

Have you ever dreamed of purchasing a bed & breakfast inn or a boutique hotel? Are you already an innkeeper and would like to improve, grow or sell your business? If you answered 'yes' to either of those questions, then you should talk to the friendly and knowledgeable folks on [The B&B Team](#)®.

The B&B Team consists of a group of highly experienced professionals with a common mission: to help people achieve their personal and financial goals in the innkeeping industry. The B&B Team is an inn broker with premier bed & breakfasts, boutique hotels and other distinctive lodging properties for sale across the United States.

They also spend a great deal of time consulting with current and future innkeepers and hotel owners who want to launch, optimize or expand their business, according to Peter Scherman, an inn broker and consultant since 1993 and founder of The B&B Team.

"One of our jobs is to help people understand where the value in their enterprise is and how to maximize it," Scherman explained. "We can do a Marketability Assessment and Valuation if someone is thinking of selling their inn. We help people assess whether to purchase an inn. We can also do an Inn Tune Up™ for people who want us to come in, look at everything and make recommendations for improvements."

The work requires The B&B Team to collect a great deal of digital information from clients and the communities they serve, including property photos, personal financials, tax data and much more. That information needs to be fully protected and properly backed up. That's why The B&B Team counts on Carbonite.

"I sleep much better at night knowing that we have Carbonite," Scherman said.

## 'Blue screen of death' no match for Carbonite

Scherman sleeps well because he knows all of that important data is protected in the Carbonite cloud. And while Scherman has never experienced a data disaster and had to recover files from backup, his business partner, Rick Wolf, has been through it twice.

"I've had the misfortune to have two blue screens of death as a result of hardware failure," said Wolf, who co-owns The B&B Team and is a former innkeeper in Kennebunkport, Maine. "It's just an awful sinking feeling in the pit of your stomach."

### LOCATION:

Offices located throughout the eastern U.S.

### SPECIALTY:

Helping clients buy, sell or improve B&Bs, inns and boutique hotels

### CARBONITE USER SINCE:

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### KEY BENEFITS:

Easy to use, automatic cloud backup at an affordable price

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But Wolf felt better when he remembered that The B&B Team uses Carbonite cloud backup to protect its computers. For Wolf, the solution was simple in both instances: He got a new computer, logged in to Carbonite, and restored all of his critical business files and family photos. The entire process was quick and painless.

"We've been very happy with Carbonite and we recommend it to our clients," Wolf said.

Some of The B&B Team's favorite things about Carbonite include:

#### **EASY TO USE**

The B&B Team loves the fact that you can tell Carbonite to back up just one file in a folder, or the entire folder. The system makes it easy for users to back up what's most important. He simply needs to log into Carbonite and set up the backup job by selecting the items he wants to protect.

#### **AFFORDABLE**

The B&B Team likes that Carbonite protects important files and photos at a budget-friendly price. Whether you're a business or personal user, Carbonite can set you up with a powerful cloud or hybrid cloud and local backup option that won't break the bank.

#### **AUTOMATIC BACKUP**

The B&B Team loves the fact that with Carbonite you can set it and forget it. All of their important business and personal photos and files are backed up automatically in the background. The B&B Team gets the peace of mind that comes with knowing that no matter what happens, their files are safely protected in the cloud.

"Before Carbonite I was always using external hard drives for backup but that is just as prone to failure as my own hard drive," Wolf said. "Carbonite makes my life simpler and I'm very happy to send in my annual renewal."

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**LEARN HOW CARBONITE CAN PROTECT YOUR CRITICAL BUSINESS DATA AT  
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