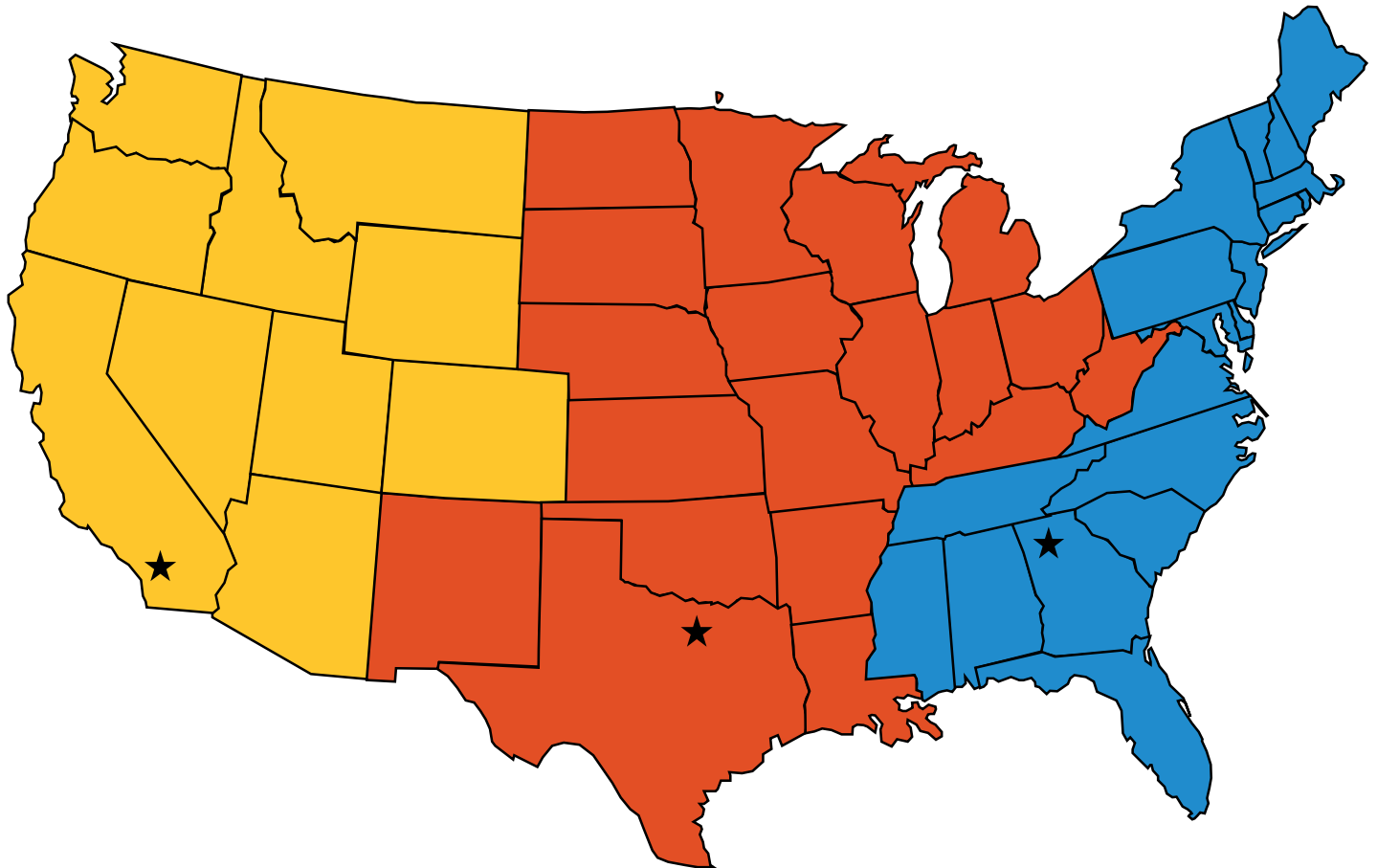


# EFFORTLESS

## Effortless Channel Management Team

Effortless is excited to support our certified resellers around the USA!



★ West Region  
Aric Applefield – Channel Manager  
aapplefield@effortlessoffice.com  
C: 949.289.5923



★ Central Region  
Rob Dallas – Channel Manager  
rdallas@effortlessoffice.com  
C: 469.585.1682



★ East Region  
Alex Boy – Channel Manager  
aboy@effortlessoffice.com  
C: 770.595.8425

### Territory Assignment:

On this page, you can see that our team have territories but our channel managers are not just territory or master agency focused – we are relationship focused. We work hard at assigning the right personality to your organization and your agents to accomplish the most success.