

TOAST.net receives five star rating

FindAnISP.com, a national rating service, has assigned TOAST.net a five star rating. TOAST.net is a locally owned and operated Internet Service Provider (ISP) founded by Kevin David. David is a Toledo native who attended St. Francis High School and graduated from The University of Toledo with a Computer Science Engineering degree. He was recently a recipient of UT's Distinguished Alumni Award. David started TOAST.net with the desire and energy to make it easy for people to get online. According to David, he loves what he does and takes pride in delivering quality service to members.

TOAST.net has been an ISP since 1996 and offers service nationwide. The company offers Broadband DSL, SDSL, T-1, dial-up, Ethernet connections, web hosting, mail spooling, and email. Service is offered throughout the United States for both business and residential customers.

Currently, TOAST.net has thousands of customers covering every state including Alaska and Hawaii. The majority of new customers come from referrals from other members. TOAST.net has a high customer retention rate among industry averages, according to the company.

TOAST.net attributes its growth to its members telling their friends and family about its service. The company currently offers a \$10 referral credit. If the referred friend / family member mentions a current customer's name when signing up, the current customer is issued a \$10 credit within 45 days. TOAST.net also offers an agent program, where a monthly

commission can be earned based on each account that is referred. This applies to anyone that can maintain a sign up rate of 3 or more people per month, according to the company.

One of TOAST.net's primary goals is to ensure that its customers do not receive busy signals when dialing into the Internet. TOAST.net does not oversubscribe its service – maintaining a low person to modem ratio. According to the company, it monitors its access numbers, and when a number nears its capacity, it increases the number of lines.

Free and unlimited technical support is part of the service that TOAST.net provides each member. The company's service offers the latest technologies such as V.92 and Modem on Hold, which allows customers to take phone calls while they are connected with TOAST.net. The service also provides the latest anti-spam and anti-virus to protect email. TOAST.net does not permit obtrusive banner ads or tracking software and the company does not sell members' personal information to marketers.

TOAST.net also provides a high-tech web accelerator as part of its service. A web accelerator is a program that allows members to surf the web up to 5 times faster using an existing phone line and modem. The software compresses the data of web pages before it reaches the modem, lowering the amount of data needing to be transferred, and thereby increasing the speed in which pages are viewed. This service provides a high-speed surfing solution with the convenience and lower cost of 56K dialup.

Customers seeking Internet connectivity can be confronted with low cost national



Kevin David

providers that may have hidden costs. The low prices often do not include technical support, so that if a customer needs help, it is possible to pay over two dollars a minute for technical support, according to TOAST.net. In addition, these companies often sell its customers' personal information or subject members to banner ads, pop-up ads, or advertising software that tracks Internet use.

According to the company, TOAST.net provides the same services as high-cost national services such as email, instant messaging, photo sharing, access to eBay, and games, but at a much lower price. Also, security threats and unsolicited email advertising often target big name national companies.

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