

## Discover your edge



“Everything was great last night. Great recruiting as usual, and the take-out was superb! Who knew that Stamford has so many great restaurants – and the clients loved the feeling of your facility...said they really felt comfortable there.”

**Personal Care client**

**Q4- 2013**

### Boutique in culture. Unique in approach.

RazorFocus is not another high-overhead focus group facility with a formulaic cookie-cutter mentality. We're a smaller, tighter group with a single Stamford, CT location so we treat every client like our only client. You might say with our boutique structure, we're lean – without the mean.

### We come from the ad agency and qualitative research sides. We know the other side of the mirror.

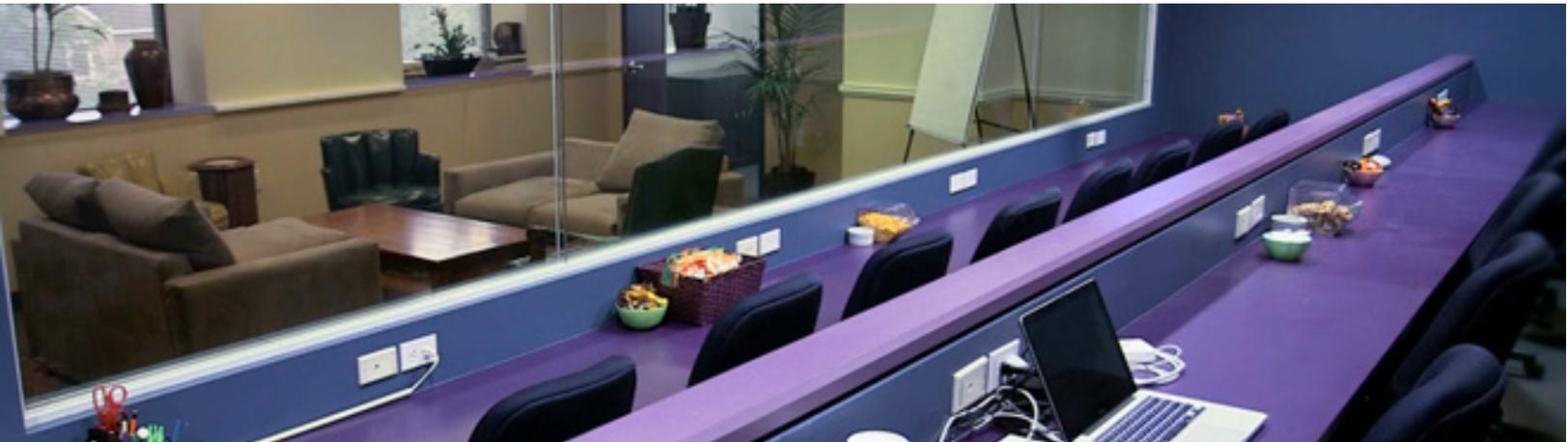
There's a reason RazorFocus enjoys a 95% client repeat rate – we're actually owned and managed by practicing qualitative researchers and executives with senior-level experience at major agencies, marketing firms and other research companies. Empathy and industry experience go a long way in understanding your research needs and expectations – we're part of your tribe. And we have the services you need.

### A sharp focus on recruiting.

You're only as good as your respondent database – and we make that our number one priority. Our clients demand real people, diverse people, outgoing, interesting and engaging people with relevant things to say. We're very proud of our carefully-selected respondent pool – all 20,000+ – because we don't coach them. We respect them.

### Surprisingly diverse database.

“But doesn't Fairfield County just have polo players cruising around in Porsches?” Hardly. RazorFocus has a deep database populated with all socio-economic classes, life stages and multi-cultural groups – from African-American to Hispanic to Asian. To prospective clients, our demographic diversity usually comes as quite a surprise.



Our Stamford location.  
Close to everything. Far from typical.

Barely an hour from major NYC airports and just 45 minutes from Manhattan, RazorFocus is easily reachable by train, car, taxi, livery – you name it. You'll think twice about Northern New Jersey and Westchester once you see how accessible (and diverse) we really are.

Give us a call. Give us a try.

Contact us to request a bid, set up an introductory meeting or conference call, or to reserve space on the RazorFocus calendar. We'd love to hear from you, and we're eager to help with your next qualitative research project.

**RazorFocus**

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**Our Suites**

Casual, yet professional – always with a sense of fun and a flair for design. RazorFocus suites offer the perfect mix of functionality and comfort. Again, we've been in your shoes, we know what makes a smart research facility. A short – but suite – overview:



**Leonardo DaVinci Suite**

Respondent room: 18' x 16'  
Respondent capacity: 10  
Viewing capacity: 10



**George Washington Carver Suite**

Respondent room: 18' x 21'  
Respondent capacity: 12, 25 (classroom)  
Viewing capacity: 13



**Albert Einstein Suite**

Respondent room: 23' x 14'  
Respondent capacity: 8, 24 (classroom)  
Viewing capacity: 18



**Julia Child Kitchen**

Roomy, comfortable kitchen  
Two Refrigerators / Freezers  
Two Microwaves  
Two Food Warmers  
Two Dishwashers  
Many Tasty and Healthy Delivered-Food Options



Call 203.504.3240, email [info@razorfocus.com](mailto:info@razorfocus.com)  
or visit [RazorFocus.com](http://RazorFocus.com) for more information