

The NESAS logo features the letters "NESAS" in a large, white, serif font, set against a dark teal rectangular background.

The North Eastern Strategic Alliance

The title "Call Centers" is written in a large, bold, white sans-serif font, positioned over a background image of a modern office building and a parking lot.

Call centers are one of the fastest growing segments in the telecommunications industry. While centers vary in size and mission, the North Eastern Strategic Alliance (NESAS) region has numerous available buildings and sites that are fully-served by reliable electric and telecommunications companies, making the region the perfect place for a successful business.

The NESAS region's workforce is ranked in the top three most productive in the United States and first in the Southeast. The region continues to grow at a rate greater than state and national averages, meaning thousands of potential employees are entering the workforce every year.

With an abundance of turn-key and easily convertible real estate, low occupancy and labor costs, and a pro-business environment, the NESAS region is the prime location to establish or grow your enterprise.

Why locate your call center in the NESAS Region?

A Workforce Ideal for Staffing a Call Center

- A population base of over 680,000 with an excellent labor draw of over 340,000 workers (population of 1,074,279 within 60 miles of the region's center)
- More than 52,000 workers are currently employed in the hospitality industry with an in-depth understanding of customer service, up-selling, cross-selling and the need to retain customers making cross-training easy
- Seven colleges and universities from which to recruit new employees
- Average median per capita income of \$25,162
- One of the lowest unionization rates (4.1 percent) in the United States

Suitable Locations Available

- Numerous existing easily-adaptable buildings
- Reliable and low cost electricity (less than \$.05/kw) with back-up power generation available

Telecommunications Resources

- AT&T
- Farmers Telephone Cooperative
- Horry Telephone Cooperative
- Time Warner Cable
- Verizon

A Proven Track Record

There are 3,000 people employed by more than 20 call centers including Washington Mutual, Assurant, Blue Cross Blue Shield, Monster and Sykes in the NESAS Region.



Available Business Incentives

- **Job Development Credits (JDC)** - JDCs are discretionary incentives that can address specific needs of individual companies. The credit provides a rebate of employee wages subject to South Carolina withholding tax and can be used to offset certain approved expenses such as real property costs, workforce training or infrastructure.
- **Fee-in-lieu of Property Taxes** - A contractual agreement between a county and a company that protects the company from property tax increases for up to 30 years and reduces the company's property tax liability up to 45%.
- **Job Tax Credits (JTC)** - By creating jobs in South Carolina, companies may be eligible for a tax credit against state income tax liability. Five of the nine counties represented by NESAs meet the criteria for the maximum amount of JTCs allowable.
- **Sales and Use Tax Exemptions** - South Carolina exempts long distance telecommunications services, including 800 services, from sales and use taxes.
- **Special Source Revenue Credit (SSRC)** - A discretionary incentive offered by county government to companies who create significant numbers of jobs or capital investment. The SSRC is a percentage reduction in the company's total property tax liability.



Occupational Wage Rate Comparison

Occupation Title	USA	SC	NESA	% Above/Below South Carolina Average	% Above/Below National Average
<i>Median Hourly Wage</i>					
Receptionists and Information Clerks	\$11.40	\$11.00	\$9.93	-9.73%	-12.89%
General and Operations Managers	\$42.64	\$36.54	\$32.73	-10.43%	-23.24%
New Accounts Clerks	\$14.24	\$14.13	\$13.00	-8.00%	-8.71%
Customer Service Representatives	\$13.96	\$13.14	\$13.19	0.38%	-5.52%
Sales Representatives, Technical	\$32.82	\$28.85	\$26.54	-8.01%	-19.13%
Brokerage Clerks	\$17.96	\$13.65	\$12.56	-7.99%	-30.07%
Bill and Account Collectors	\$14.42	\$13.04	\$10.57	-18.94%	-26.70%
Bookkeeping, Accounting and Auditing Clerks	\$15.17	\$13.72	\$12.37	-9.84%	-18.46%
Telemarketers	\$10.28	\$10.02	\$9.22	-7.98%	-10.31%
Data Entry Keyers	\$12.20	\$10.96	\$10.99	0.27%	-9.92%
Average Wage - Above Occupations	\$18.51	\$16.51	\$15.11	-8.45%	-18.36%

Sources: Bureau of Labor Statistics; May 2007 Occupational Employment and Wage Estimates; NESA (extrapolated data)

