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## Analysis Plus Launches New Dealer Portal

### *Dedicated Portal is Designed to Facilitate Dealer Success*

FLUSHING, MI – October 22, 2024 – ([GUITARpr](#)) – **Analysis Plus**, the designer and manufacturer of high-end cables for both Music/Pro Audio and Home Audio markets for over 30 years, has announced the launch of a new, dedicated portal website to serve its growing network of authorized dealers.

The new portal is designed to be both functional and promotional at the same time. For new and existing dealers, the portal offers a complete Dealer Store that provides easy order placement without the need to send separate emails, make additional phone calls, or produce complicated purchase orders. Of course, all of those methods are still accepted happily anytime.

Additionally, the website provides network dealers with a variety of materials, both promotional and educational, that can be used in conjunction with their sales activities featuring Analysis Plus products.

According to Analysis Plus president, **Shari Markel**, “Our dealers are truly the backbone of our distribution in the USA and around the world. We value those relationships immensely and always strive to facilitate mutual benefits for all of us. This new dealer portal does just that.”

In the **Music and Pro Audio** markets, Analysis Plus is known for their high-end cables and connectors preferred by musicians, producers and technicians around the world who demand the very best. Their diverse artist roster includes the likes of John Mayer, Marty Friedman, Jimmy Haslip, Jake Shimabukuro, Russ Hewitt and so many more.

In the high-end **Home Audio** market, Analysis Plus designs and manufactures products for serious audio enthusiasts who require the highest quality audiophile components. Its proprietary **Hollow Oval** design technology is used throughout both product lines and is the reason their cables sound and perform better.

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Interested music/pro audio dealers are encouraged to visit the new portal at:  
<https://dealers.analysis.plus>

A new dealer application is available at:  
<https://dealers.analysis.plus/dealer-application/>

## About Analysis Plus, Inc

Founded in 1993 as a scientific research and design company, Analysis Plus, Inc is now focused primarily on two markets: Music and Pro Audio, and high-end Home Audio.

More information is available at: <https://analysis.plus>.

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