

“Can I Buy A Gift Card For My Dad At Your Carwash?”



Sell Prepaid Gift Cards At Your Full-Service or Exterior-Only Carwash With SiteWatch From DRB Systems.

What Will You Say The Next Time A Customer Asks This Question?

Prepaid cards were the most popular holiday gift in 2004.

If you're already selling prepaid cards at your carwash that probably comes as no surprise, so congratulations! If your carwash missed out on the prepaid gift card boom last December, don't worry, you can still be a part of this exciting retailing trend. Our SiteWatch Cash Register System makes it easier than ever to increase profits by selling prepaid gift cards during the Holidays, on Father's Day, for birthdays and graduations, or anytime of year. Here's why:

More Popular Than Paper – Consumers prefer cards. Gift sales at the Fatburger restaurant chain jumped 600% when it went from paper certificates to prepaid cards.

Faster Than Cash – Prepaid card transactions are completed more quickly than cash sales, so they're more convenient for your customers and more productive for you.

No Transaction Fees – With SiteWatch, there are no fees on gift card transactions, so your prepaid profits go directly to your bottom line.

You Have Control – SiteWatch gives you complete flexibility to run prepaid card sales in the way that best suits your business. Load your cards with a cash value or a specific number of washes – and set any expiration date, or have no expiration date. You can add new prepaid programs or change existing ones at any time. Cards can also be recharged and used over again.

Tight Control – Prepaid cards are not activated until they're entered into SiteWatch as a paid transaction. So unsold cards can't be abused if they fall into the wrong hands.

A Growing Trend – Prepaid card sales were \$54 billion in 2004 according to CardTrack, a 20% increase over the previous year. By 2007, this figure is projected to reach \$90 billion.



Now you can sell and process prepaid gift cards at the customer's vehicle using the handheld SiteWatch Portable Touchscreen Terminal.

Higher Ticket Sales – According to Deloitte Touche LLP, 21% of the people who receive prepaid gift cards spend more than its face value.

Learn more by calling DRB Systems at **1-800-336-6338**.
www.DRBSystems.com



DRB Systems, Inc.

COMPUTER SOLUTIONS FOR THE CAR CARE INDUSTRY

Green, Ohio
www.DRBSystems.com

© Copyright 2005. All rights reserved DRB Systems, Inc.