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The RetailCloud POS System

The \$999.00 questions are , Can a New POS System increase your New Customer base and can a New POS System Increase Sales, which increases revenue?

The \$999.00 answer is: YES!

1. The RetailCloud POS System posts your products on the web using (Shoplocal.com & Google), expanding your customer base and geographical market areas.

2. The system reminds your sales associates to mention other related products when your customers are at checkout (Fact: This will increase sales by 15%)

CoCard offers Premier products to your market and systems necessary for retailers to engage their customers, in turn making suggestions and increasing sales.



POS System Special Price \$999.00

\$49.95 Credit Card Terminals
Everyday Low Cost!
(877) 227 - 6679



80 Offices Nationwide

CoCARD®

"Your concerns are our priorities"

Retailcloud's goal is everything a POS system should bring outside customers in and increase sales from current customers. We offer key components to aide your retail merchants with results in increased sales.

- Increased ShopLocal opportunities, by utilizing the UPC Code RetailCloud will post your products and pictures in ShopLocal.com and Google, bringing in those web based bargain hunting customers.

- Customers that utilize RazerFish (IPhone/Android Bar Code application) to fine local competitively priced items.

- Turn your customers IPhone and Android based phones into a Bar Code reader
- Opportunities to implement the most current solutions at speeds comparable with big box stores - no additional work for you, we take care of all the updates.

- Wireless Applications are designed to work on customers IPhone/Android
- Customer Services and Hardware Support are included

- Increased opportunities to generate revenue= increased revenue from processing sales for you.

- Increased opportunities for retail businesses to engage consumers.

- much much more – which can be learned at the webinars?

58% of smartphone consumers will use their phone to obtain product information (RazerFish Bar Code App) and 62% will use their device to get store locations - will your merchant's retail business show up? They could with RetailCloud's solution! - ask us how and what we can do?

Clients Enjoy Huge Sales Growth with CoCard's new POS System.:

RetailCloud is our innovative, easy and affordable POS system proven to attract new customers and increase existing sales more than 15% within your first week of use! Combined with ShopLocal, an on-line community of websites and relevant mobile apps, this integrated system engages new and existing customers and makes product and sales recommendations that grows your business immediately with the right product offers made to the right customers!

"Finally a POS system that not only pays for itself, but brought in new customers and educated my staff when I am not in the shop. I am not a technical gut (fair form it), but I can do almost everything that is necessary to run this system and the technical support is a telephone away! What I really love is the android apps."
 - Richard Ertelt "The Wine Cask"



RetailCloud provides retailers a way to increase sales, better manage inventory, provide relevant information to customers, all of which improve profits. Our suite of awesome solutions takes care of the mundane so you can do what you do best; engage your customers. Our Goal is to assist you in Selling More. Our software has been bringing the same insight directly to cashiers and customers for in-store transactions. We do this by using a secret brand of magic sauce called MSIB, we can't tell you what's in it, but you will love it. Make ShopLocal work for you. An integration of several mobile apps and websites, allowing potential customers in your neighborhood who are seeking your products to locate your business, prices, and inventory. How cool is that?! RetailCloud seagulls will make sure that your edicts are monitored, and if they are not, you will be notified. As business owners we never have enough time so set some rules, push a button and grab that second cup of coffee. Would you like a muffin with that cup of coffee?

What's the story with Square Up? It's got everyone's attention lately, so we took a look.

At CoCard, many of our clients have been asking us about Square Up; is it a product that might be useful for them? Will it replace merchant services? How does it differ? Do you need it?



As your strategic partners, our opinion is that it's a bit like training wheels. It's a great application for a smaller/or

new business who process \$4,000 dollars or less per year. With that type of volume, you may not need all of the service and administrative benefits that are provided with CoCard; at least not yet. Square offers applications and processing options that are easy and flexible to use and after only being in the market place for a year, have grown their business to include new products that reduce fees. As your business grows, so will your need for full merchant account services, but as a starter product-we like the concept and the business model.

It certainly appears that Square has had a healthy initial year. The company, which entered our credit card space only one year ago, quickly responded to the needs of today's business and raised \$100Mm in June. With the new capital, Square expand their client-base and added new user features that benefit all customers. Today, Square is used by over 800,000 merchants and has penetrated 10% of the entire Master Card and Visa servicing space; its valuation on paper shows to be in excess of 1Billion. Like a PayPal, it's a great product to watch and use if your business size doesn't require full customer service and associated banking options, products and services.

Square focuses on eliminating the need for merchant services and has created a way to offer business one simple and easy to use product with a flat fee 2.7%, and limitations associated with most payment products.

Today, Square offers an iPhone, Android and iPad app which allows micro merchants to process and manage credit card transactions with a credit card swiping device that plugs into the headset/microphone jack. They have also lifted any and all limits as it relates to transactions and has negotiated faster release of merchant funds returning into your hands versus being held by the banks.

Historically, if a new Square merchant processed more than \$1000 in transactions per week, anything above that \$1000 will be held; sometimes for as little as a few hours and other times funds were held for up to a month. Merchant credit scores drove how quickly funds could be released and users had to negotiate and work with Square on a case by case basis. Once again, you are playing by a third party rules and regulations to process your credit card payments.

Today, Square is abolishing those limits so all new businesses that use card reader will have funds triggered for processing the next day.

Clearly this ability to provide merchant money as fast as possible despite being a new user is just another way Square is trying to disrupt the payments space for businesses, especially small businesses who may feel the loss of these limits more than a large enterprise. As you may remember, Square also dropped its \$0.15 per transaction charge for businesses a few months ago earlier this year, it's a simple 2.7%.



In August, Square updated its mobile apps yet again for a more fast, and seamless payments experience. With more products and improvements set to debut soon, it should be interesting to see how Square continues to innovate and build out its user base.

As always, if you think this product makes sense for your practices and business success, call us and we'll help you make the right decision.

Referrals receive
a \$100.00 prepaid
gift card!



Call Us Now: (301) 213 - 4008



www.CoCardMD.com

We approve High
Risk Merchants!



Call Us Now: (877) 227 - 6679