

Why They Switched to PawnMaster

Top Reasons for Switching

- *Support*
- *Regulatory Compliance*
- *Employee and Inventory Controls*
- *Outgrew Their Software*
- *No Training*
- *No Reporting*
- *No Marketing*

Why They Switched to PawnMaster

Here are a few reasons why more than 1,000 pawnshops have made the switch from their old software to PawnMaster and why that number continues to grow. Over the last 27 years, more pawnshops have switched to PawnMaster than any other software. Our world class support, money making reports and features mean you will never outgrow PawnMaster.

The Top Reasons Customers Have Changed to PawnMaster

Support

Support, or lack-there-of, is the number one reason our customers have switched from other software to PawnMaster.

All too often, pawnbrokers discover the importance of quality support in a crisis situation. They are put into situations where they cannot conduct business while they wait hours, or even days, for their software company to provide assistance. Many pawn software companies do not have a dedicated support team. Support is provided by the sales team, the developers or sometimes a different company. Data Age has a dedicated team of trained support technicians available 9AM to 8PM M-F. We have critical support available 24/7/365. We take our support and our service to our customers seriously.



Managerial & Employee Controls

- *Menu Access Levels Controls*
- *Employee History/Cash Drawer Reports*
- *Biometric Login*
- *Mandatory/Required Must Fill Fields*
- *Loan Audit Control*
- *Automatic Gold Calculation*
- *Integrated Scales*
- *Over 300 Different Managerial Reports*

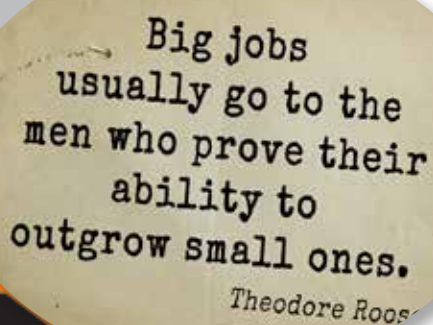
The Ability to Stay Compliant with Changing Laws

The ability to be compliant with the vast number of laws and regulations throughout the world is one of the main reasons PawnMaster is the leading software system available. Many systems on the market are limited in the ability to quickly change when new laws are put into place. A large number of our customers came to us from systems that were just unable to stay compliant in their area. Some shop owners initially purchased a program that was new to the market and did not have the experience or flexibility built into their software to handle changes. Others needed to make changes and found their software company had gone out of business. PawnMaster has the flexibility to address regulatory compliance in every state in the United States and every country in the world.



Outgrew Their Old System

Business is always changing, especially in the pawn industry. Staying current with new features and business trends is an important aspect in helping your business grow. Data Age makes a strong effort to collect feedback from our customer base of over 2,600 customers. We use this feedback to identify new features, new reports and new security systems to make sure you never outgrow our system.



Big jobs
usually go to the
men who prove their
ability to
outgrow small ones.
Theodore Roosevelt

Increasing Profitability

- *Text Messaging*
- *Customer Loyalty Points*
- *Customer Statistics*
- *Wanted Items*
- *Demographic Reporting*
- *Mailing Labels*
- *Advertising/Marketing Expenditure Tracking*
- *Preferred Customer Rates*

Poor Employee and Inventory Controls

Most pawn software can write a pawn ticket and make a sale. Pawnshops soon realize that their software needs to do more. Much more. We often have customers switch to PawnMaster because they discovered an employee or employees were able to circumvent their old systems security, resulting in significant losses. PawnMaster's advanced employee security and inventory controls comes from years of experience in working with thousands of pawnshops. From granular level employee access to biometric logins, we strive to make sure your system is as secure as possible.



Performance

As pawnshops grow, they find time actually IS money. Busy shops can easily perform hundreds or even thousands of transactions every day. These shops, where transaction speed is important, continually find themselves abandoning their old software for PawnMaster. PawnMaster is fast and efficient. Common tasks such as re-pawns can take seconds, not minutes like other systems. Our clean interface shows you only what you need to see for that transaction and because your data is located in your shop, the overall system speed isn't dependent on your Internet connection.

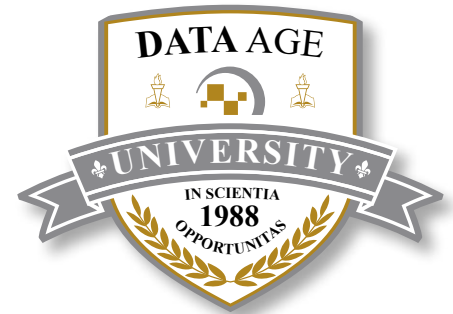


Inventory Control

- *Bin Locations*
- *Automated Inventory Audits*
- *MC9190 Capability*
- *Intuitive Inventory Reporting - Which Items:*
 - *Redeem the Most*
 - *Default the Most*
 - *Sell Quickly*
 - *Generate Profit*
- *Transfer Inventory between Locations*
- *Share Inventory between Multiple Locations*

Training

Having the best system in the world doesn't help if you don't know how it can help your business. Training is often the last service added by new software vendors. Successful pawnshops understand their tools and maximize their usage. We've had customers change to PawnMaster from their old system because they felt they understood the system better than the person training them. Their trainers were usually a support person or one of the programmers. PawnMaster has a dedicated training department and several options to fit every shop's needs. Speak to your representative to find out more about PawnMaster's training programs.



No Marketing Tools

Existing customers are the life blood of any pawnshop. Staying in touch with them is critical. Many systems can't provide even the most basics in marketing tools. PawnMaster has over 20 marketing reports and several built-in features allowing you to communicate with your customers quickly and efficiently. Our automated text messaging module gives you the ability to text notices on special deals, sales and other events. You can also use it to send automated payment reminders, lowering your default rate and increasing your profits.



Preventing Theft/Fraud

- Locking Customers
- Customer ID Cards
- Photo of Customer ID on File
- Photo of Customer on File
- Biometric Customer Verification
- Counterfeit Watch Search
- Rolex Authenticator Pro

Lackluster Reporting

Experienced pawnbrokers know what's going on in their business through reports. Bad reports have caused more than a few pawnshops to switch to PawnMaster. New and small systems simply don't have the experience or customer base to know what kinds of



reports should be available. Some systems use ad-hoc reporting, sometimes called "Do-It-Yourself" or "DIY" reporting. These reporting tools are fine for basic reports but they force you to understand that software's data structure. Advanced reports, giving you deep insights into the health of your business, should be provided by the software. You shouldn't be required to have a deep understanding of programming, data structures and accounting to run your pawnshop. PawnMaster has over 200 reports, most of which are based on requests and input from our large customer base. Our users can take advantage of reports they may never have conceived on their own. PawnMaster reports are designed to give you a competitive advantage.

Data Age understands the value of shared knowledge. We have incorporated the experiences of over 2700 customers into the PawnMaster software. From features, functionality and reporting, no other system can match the PawnMaster platform. We offer data conversions from other software systems for shops looking to take advantage of everything PawnMaster has to offer.

Contact us at 1-888-949-7296 for more information.