



ATM: MORE PROFITS FROM EXISTING CUSTOMERS

"... we are always looking for ways to gain more profit from our existing customers. Payment Alliance had an ATM program that was simple, easy, and profitable!"

David Jackson
Owner of Limestone General Stores



Triton 9100 in bayou bronze with backlit topper

ARE YOU MAKING MONEY?

Your Customers are using ATMs. Are you making money when they do? Almost every time someone uses an ATM, they pay a fee. That amount is called a Surcharge, and people have become comfortable paying them for the convenience of getting cash at the time and place they need it. In fact, millions of consumers are comfortable paying as there are billions of ATM transactions performed each year for a fee. Start making money from their convenience!

WHY DOES AN ATM MAKE SENSE FOR ME?

People want the convenience of getting cash at the time and place they need it! By utilizing Payment Alliance International ATMs, you can place units in locations that will boost customer traffic, increase per ticket and overall sales, and improve your Per Customer Profit! Plus, since they're using cash you will decrease credit card fees and bad check losses. Where there's an ATM, there's cash spending. Make your customers happy, and MAKE MORE MONEY!

THE POWER OF PAYMENT ALLIANCE INTERNATIONAL

Payment Alliance International is your most powerful partner in payment solutions and is always looking for ways to help you increase profits. From Bank Card and Check services to ATMs, we are focused on your financial transactions. We have several ATM Programs that give you real revenue, and will increase your customer traffic. By using our solutions, you eliminate the "fear factor" of doing something new as we have a number of "easy acceptance" programs designed to fit your business. Whether you own or lease machines, want a "full-service" solution where we do it all, or any combination – we make it happen. If your customer has the ability to get more cash, they will usually spend more each time they make a purchase. Let us help you maximize your Per Customer Profit!

LET'S GET GOING

Call your Payment Alliance International representative today to have a "no obligation" conversation with one of our professionals. We will help you understand this great opportunity and work with you to maximize the income of your new or existing ATM program!

WILL AN ATM HELP MY BUSINESS?

Yes! From Grocery stores to Hotel lobbies, ATMs are currently making money in all sorts of locations. People like the convenience of getting cash at the time and place they need it! Here are some examples:

- **Convenience Stores:** ATMs help increase impulse “high margin” non-fuel purchases.
- **Grocery Stores:** Lots of customers and larger per-ticket amounts equate to a need for cash. Grocery Stores use ATMs to drive higher purchase volumes and higher transaction amounts.
- **Hotel/Motel:** Travelers need cash! Hotels profit from Surcharges and impulse purchases.
- **Retail Locations:** Lots of foot traffic and points of purchase equate to a need for cash and the opportunities of fee income.
- **Amusement Parks/Theaters:** From tickets to “high margin” concessions, ATMs help drive more purchases and additional fee income.
- **Apartment Complexes:** A high volume of people with a more transient nature equates to ATM activity. Investment property owners gain additional fee income while providing convenience to their customers.
- ... **and many more!** Start making income from your foot traffic today.

I THOUGHT ONLY BANKS PROVIDED ATMS?

No! Banks absolutely provide ATM services to their customers, but ATM solutions are available for everyone. In fact, many banks utilize the same ATM solutions that we provide to our customers. We even offer complete “full-service” solutions where our customers only have to supply a location and an account to receive their fees.

INCREASE PURCHASE REVENUE

In addition to Surcharge Revenue, merchants usually increase purchase Revenue. On average, greater than 50% of ATM withdrawals are spent within the store. So, if a customer withdraws \$50, \$25 of that will usually be spent at the counter. That \$25 is often money that would have never been spent.

CALL PAYMENT ALLIANCE INTERNATIONAL TODAY!

We offer many solutions that include:

- Free advice and consultation
- Easy “turnkey” opportunities
- High quality equipment
- Creative branding opportunities
- Cost effective cash management services (loading cash in ATMs)
- High quality service
- ... and much more.

Call your Payment Alliance International representative today and start maximizing your profit and MAKING MORE MONEY!

Income Potential

You make money in many ways when customers use an ATM! First, you make money from the Surcharges (see the table of possibilities below). You also make money from additional spending. Most customers will spend 50% of their ATM withdrawal immediately, creating additional sales!

Surcharge Income	
Transactions	Your Income
100	\$25.00
200	\$50.00
300	\$75.00
400	\$100.00
500	\$125.00
600	\$150.00
700	\$175.00
800	\$200.00
900	\$225.00
1000	\$250.00

Table values apply to certain programs.



Cost effective Triton 8100 with backlit topper