

# StoreBrief

## Fall 2016

“It’s a pleasure to work with a company that is totally dedicated to our success.”

Roxanne Nally  
Guest Relations Manager  
Easton Town Center



# Letter from the Executive

You are more than a customer, you are our valued partner. Part of a unified journey centered around your continued success. Your business is at the center of all of our business decisions, from new products and program development to implementation strategies and communication plans. We want to make sure you are as informed and updated as possible and that you have the right tips, tricks, tools and information at your fingertips to prepare you and support you throughout the ebbs and flows, in each season of the year. We are in this together and this StoreBrief was designed for you.

Your partner,

A handwritten signature in black ink, appearing to read 'Eric Mettemeyer', with a large, sweeping initial 'E'.

Eric Mettemeyer, CEO, Store Financial

# What We've Been Working On

Did you know there are other ways to utilize Store Financials programs and services, beyond traditional gift cards? Get the scoop on a recent electronic trade-in program.

## NextWorth Electronic Trade-In Program

### What is an electronic trade-in program?

1. Customer brings electronic device into retailer for trade-in.
2. Customer trades in device and receives a physical gift card for the product.
3. This physical gift card can then be redeemed at retailer only (Private Label).

### How does it work?

1. Customer brings in mobile phone to a retail location.
2. In order to receive benefits, the customer must be looking to purchase a new mobile device that day.
3. Retailer establishes the value of the trade in production, say \$70.
4. Retailer makes a request to Store Financial for a \$70 card.
5. Retailer receives the card number for the \$70 card.
6. They checkout the customer for the device of their new mobile device, say a \$200 total.
7. Before telling the customer how much they owe, they subtract the card amount from the new mobile device total,  $\$200 - \$70 = \$130$
8. The customer would now only owe \$130 for the new device purchase.
9. They run the gift card and the customers form of payment to make up the total amount of the purchase.
10. The customer just thinks of this as an amount off the purchase rather than a gift card.

# Tips for the Holiday Season

- Reminder for holiday season, to check id's and card numbers, etc
- Remind mall merchants if a card doesn't process – call the 800 number on the back.

## Welcome to the Family!

Congratulations to our newest customers on their recent launches this past quarter.

- Complexe Desjardins
- Carrefour Charlesbourg
- Promenades Beauport
- Place de la Cite
- Downtown Helena
- Downtown Lawrence
- Garden City RioCan
- Cloverdale Mall
- Liberty Center
- Outlets at San Clemente
- Sands Bethlehem

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