TREC®
Custom Branded Apps

VALUED
MERCHANT SERVICES

Custom Apps & Online Ordering Systems

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VALUED MERCHANT SERVICES

Agenda

- App Ordering Statistics
- The TREC System
- Marketing & Support
- Features & Benefits
- Pricing & Progression

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App Ordering Statistics

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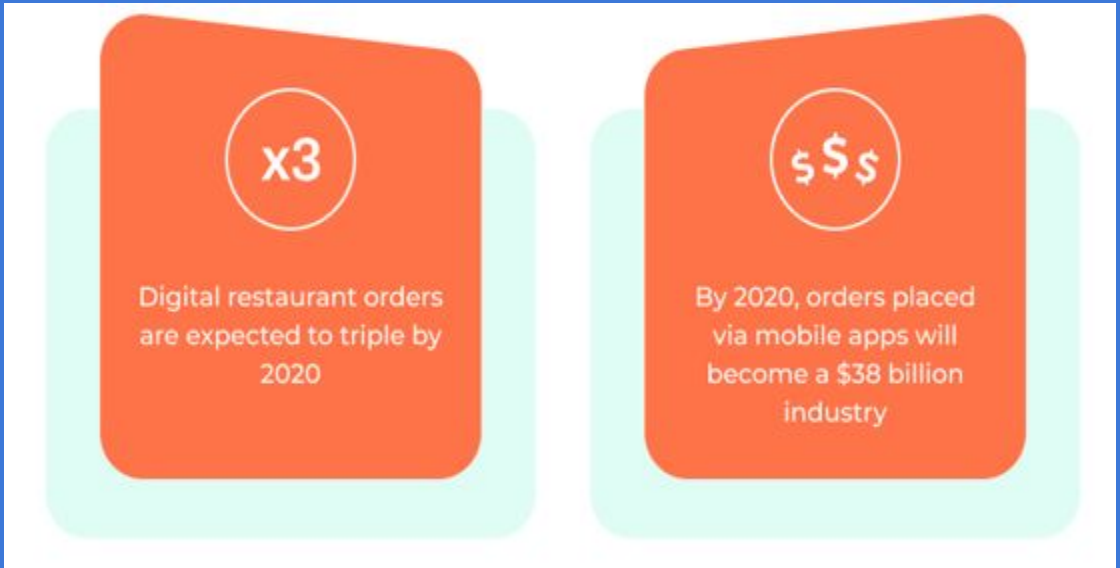
Why Restaurants Need Mobile Apps

- Online orders are expected to triple in 2020
- Mobile app ordering will become a $38 billion industry in 2020



https://buildfire.com/app-statistics/

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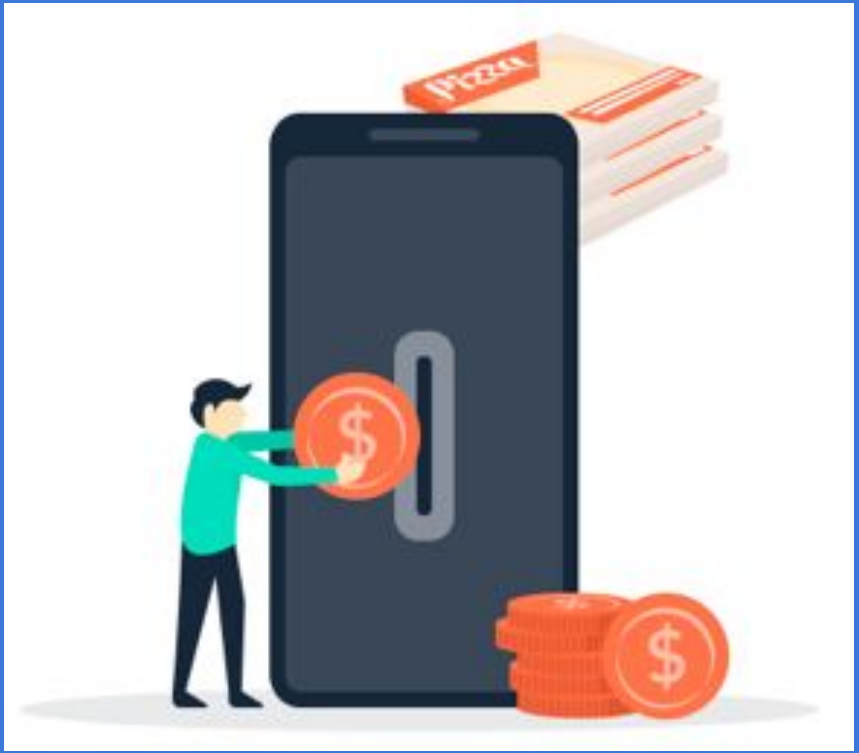
Why Restaurants Need Mobile Apps

- On average a person spends $16 - $30 in a full service restaurant

- 34% of consumers, spend at least $50 per order when ordering food online



https://buildfire.com/app-statistics/

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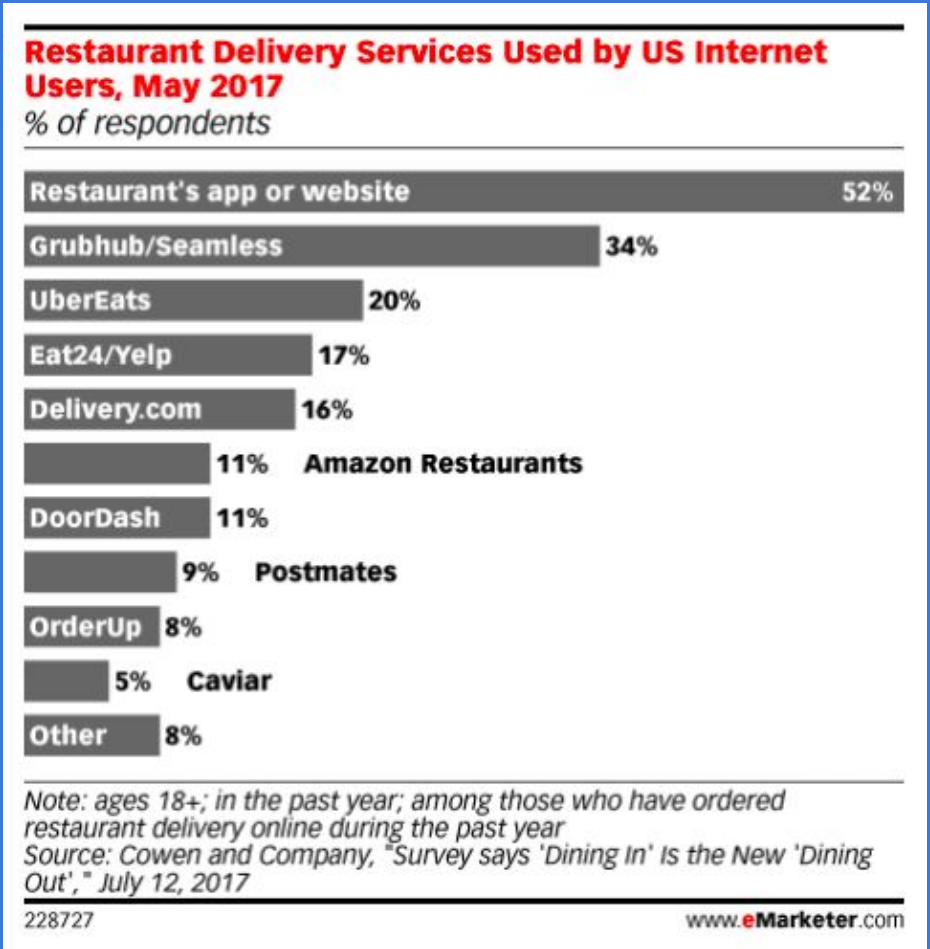
Mobile Ordering Statistics Show Consumers Prefer Ordering From Restaurants

- 52% of consumers say they'd rather order directly from a restaurant, preferring that their money goes straight to the restaurant and not a third party aggregator



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The System

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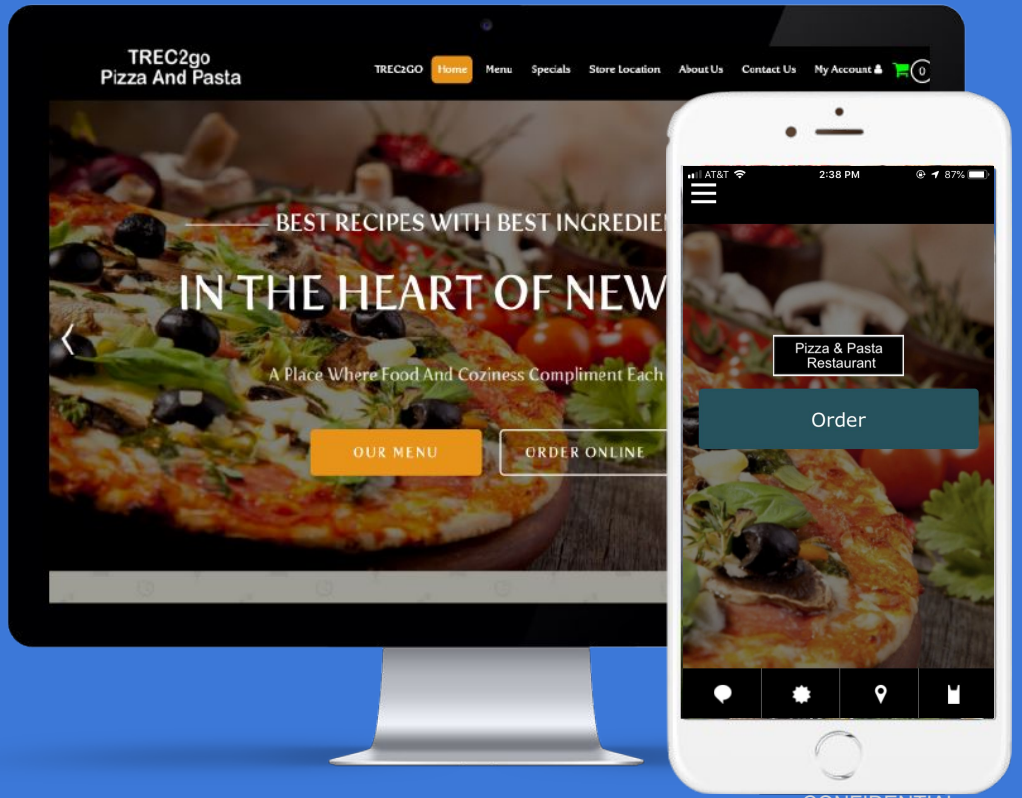
Frontend Website & App

Merchant custom-branded app and online ordering website



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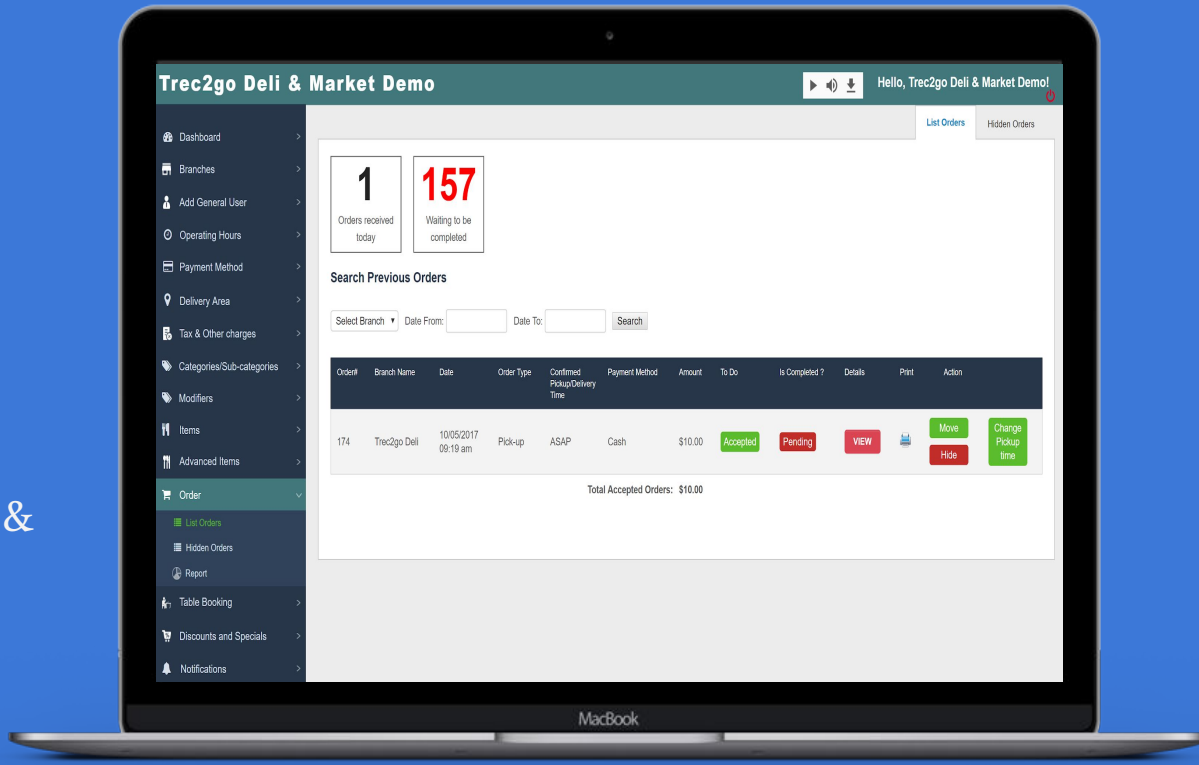
Backend Management Tool

- Review & monitor customer app downloads, contact info, track orders, & view analytics
- Modify or update images
- Post special offers, schedule text & push notifications
- Loyalty programs & more



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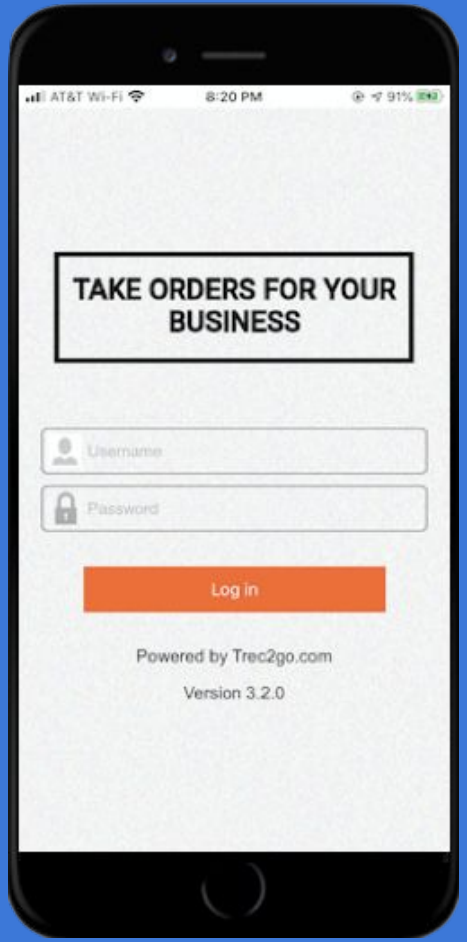
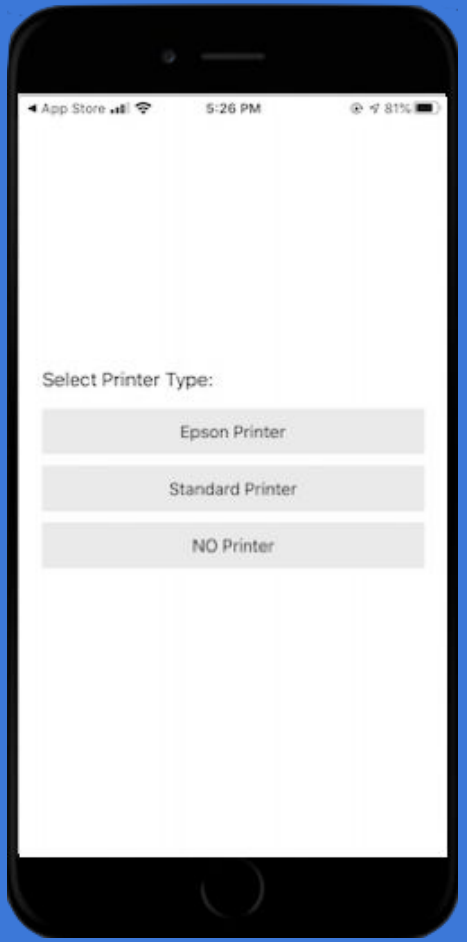
Order Receiving App (ORA)

(Merchant Facing)

- Merchant login & printer setup
- Multiple device access





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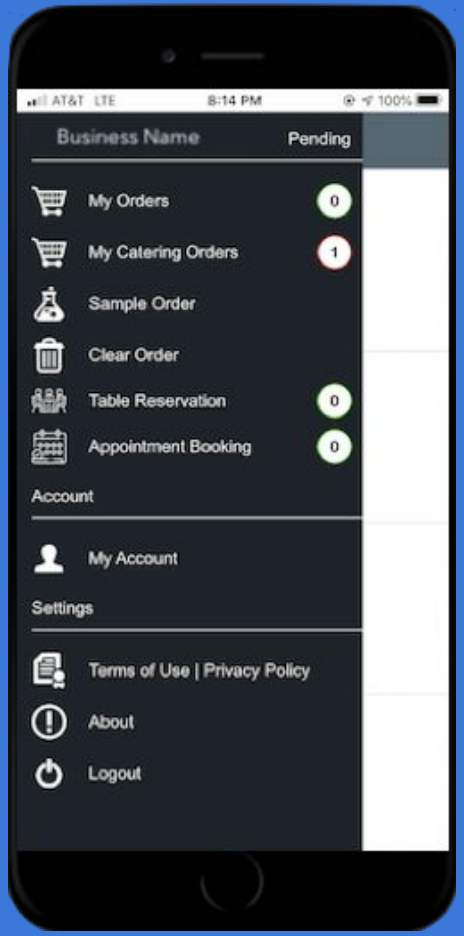
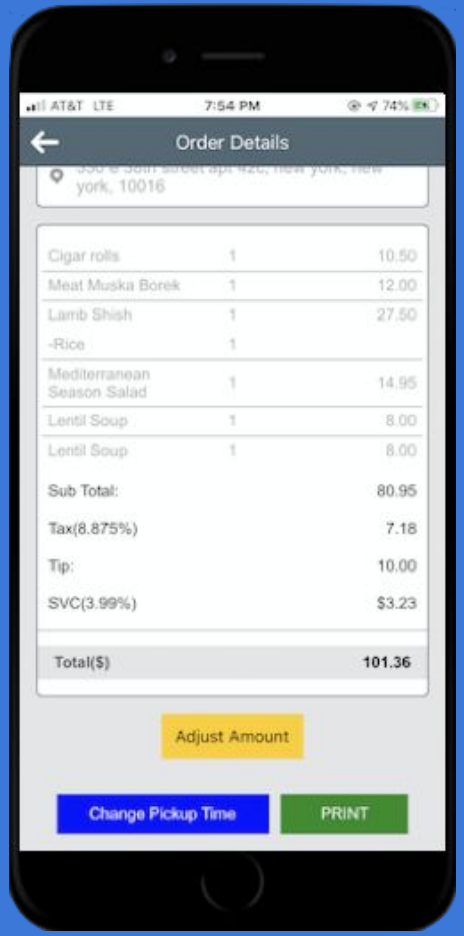
Order Receiving App (ORA)

(Merchant-Facing)

- Accept and print orders
- Update times for curbside pickup, adjust amounts, and more
- Let customers know when orders are ready





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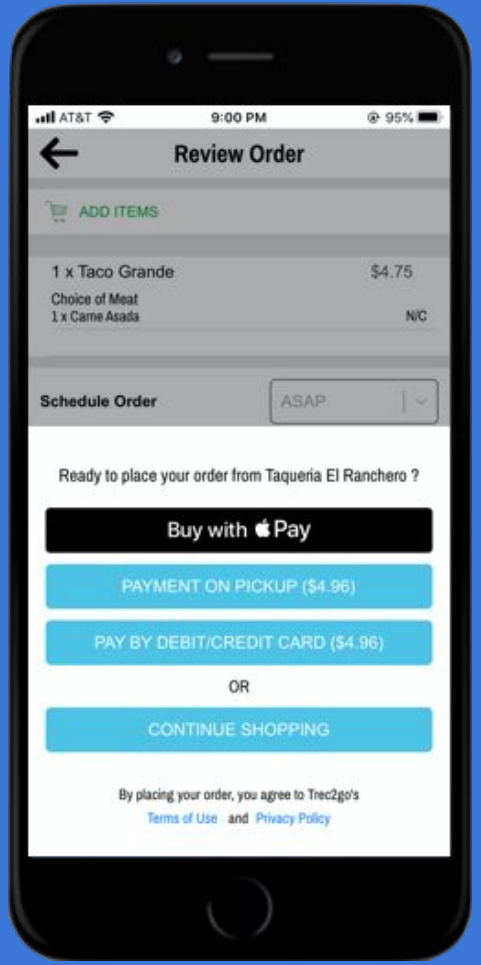
Processing Methods

Merchants can use any combination of customer checkout options

- In-store payments and pay on pickup (cash, credit and debit)
- In-app payments (credit and debit)
- Customer card-storing features
- Apple Pay
- Cash Discount
- Add a surcharge



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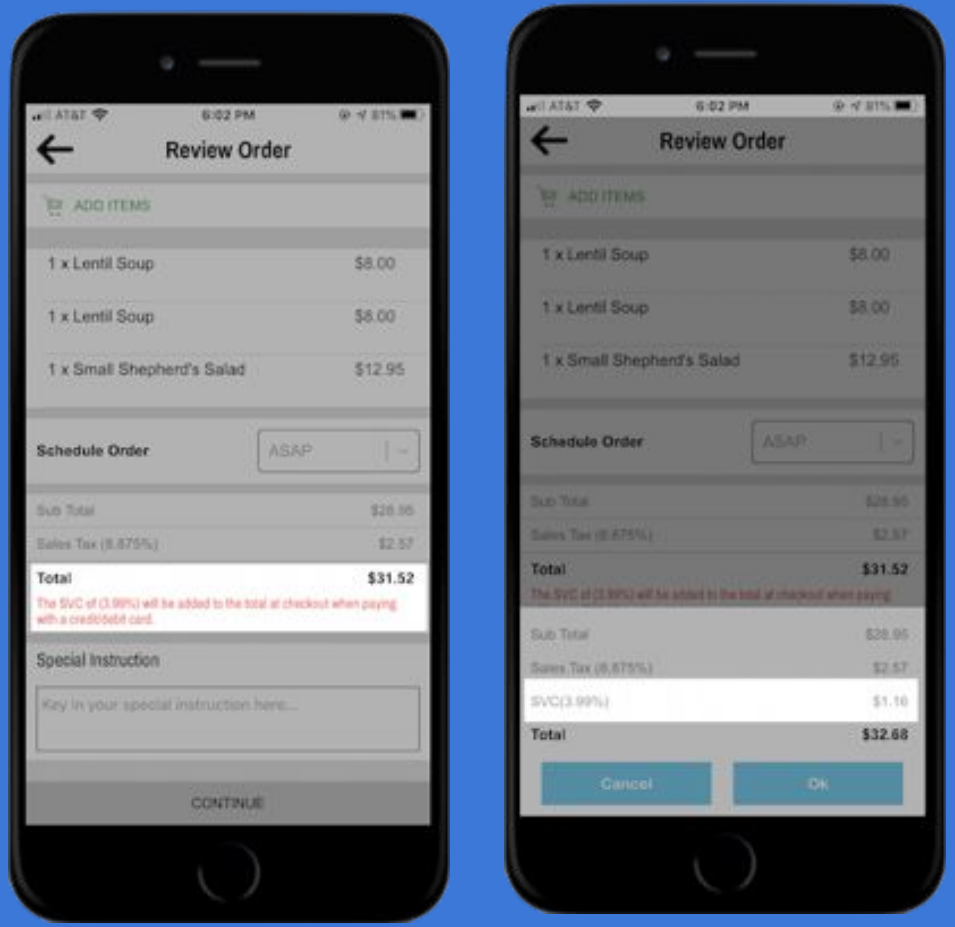
Cash Discount Program

- Customer pays 3.99%
- No merchant processing fees ($30/month activity fee)
- Next day funding
- Works with all major credit & debit cards & Apple Pay



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Marketing & Commission Software

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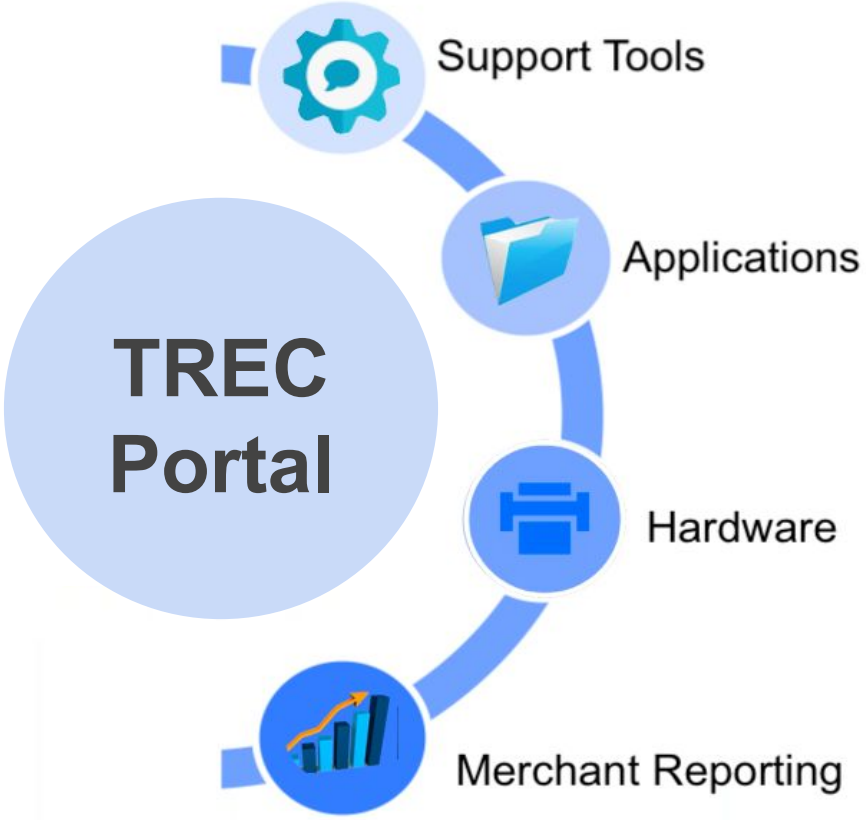
Agent Center



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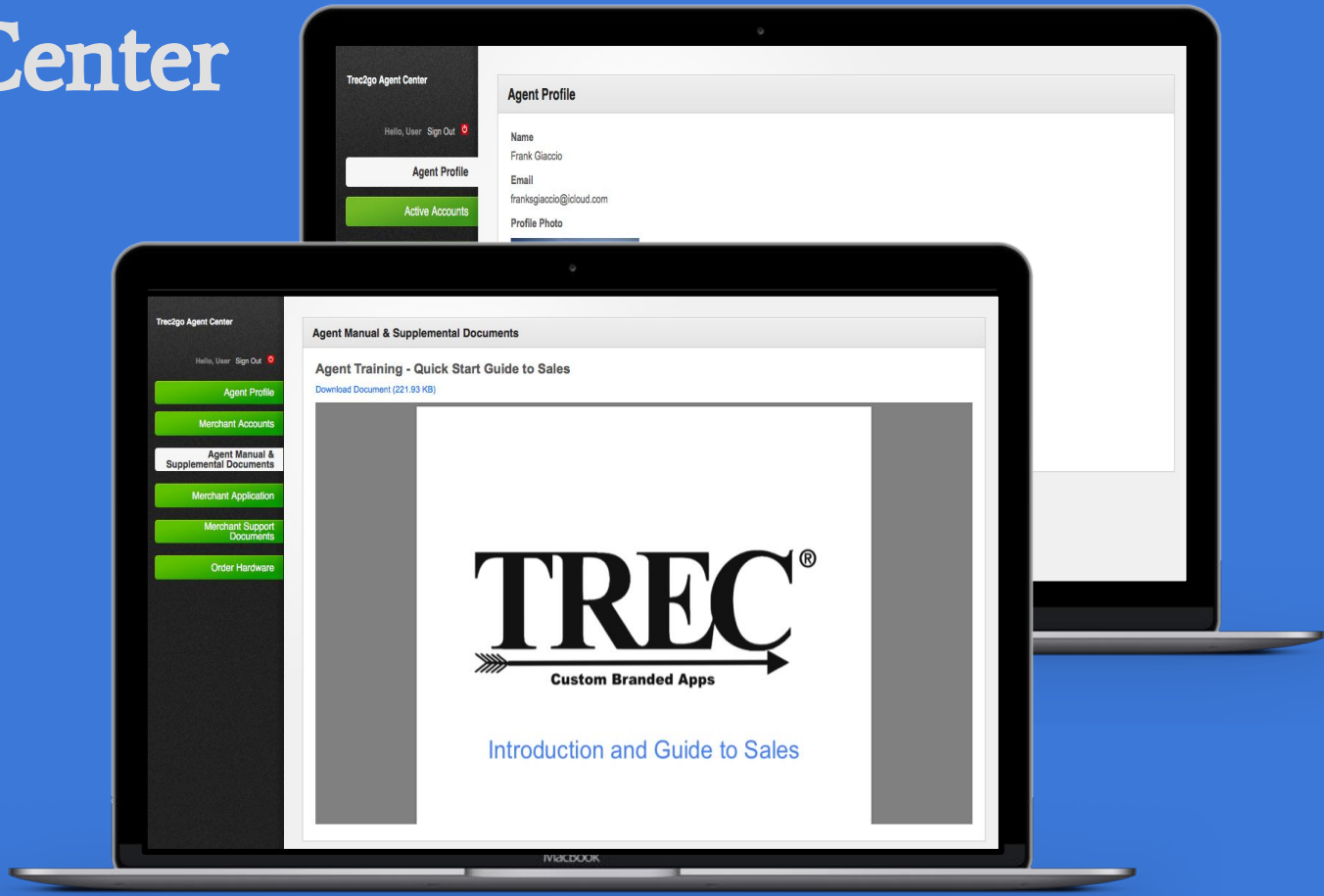
The Agent Center

- Agent & ISO portal
- Access information



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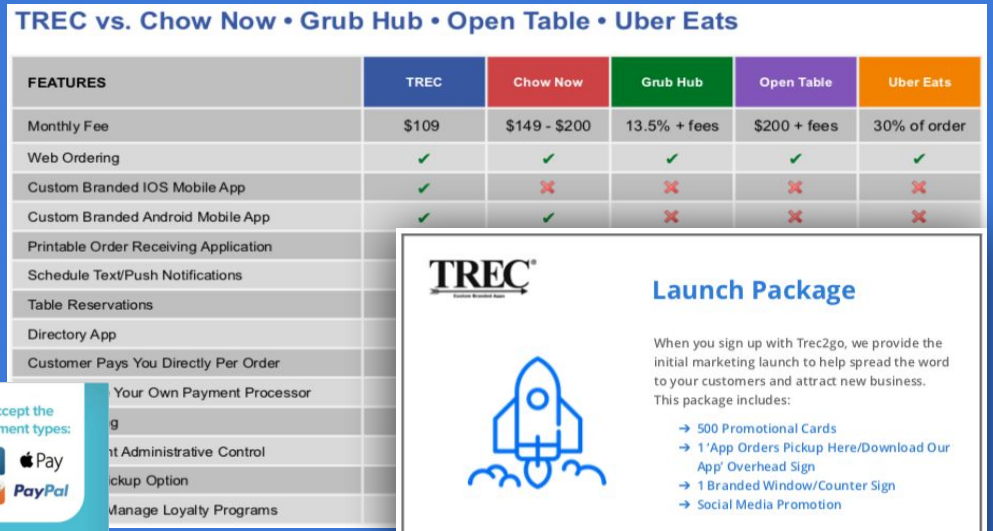
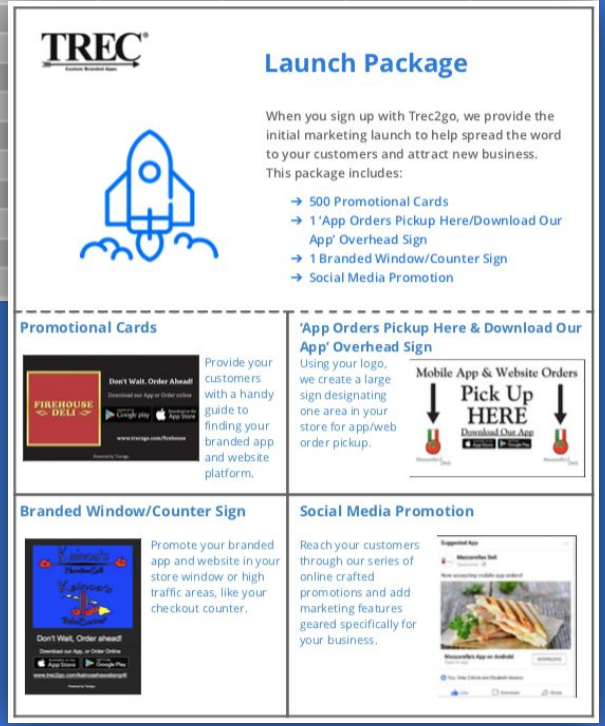
Support Tools

- Marketing material
- Documentation and more



TREC vs. Chow Now • Grub Hub • Open Table • Uber Eats

FEATURES	TREC	Chow Now	Grub Hub	Open Table	Uber Eats
Monthly Fee	$109	$149 - $200	13.5% + fees	$200 + fees	30% of order
Web Ordering	✔	✔	✔	✔	✔
Custom Branded IOS Mobile App	✔	✖	✖	✖	✖
Custom Branded Android Mobile App	✔	✔	✖	✖	✖
Printable Order Receiving Application					
Schedule Text/Push Notifications					
Table Reservations					
Directory App					
Customer Pays You Directly Per Order					
Your Own Payment Processor					
g					
t Administrative Control					
ckup Option					
Manage Loyalty Programs					



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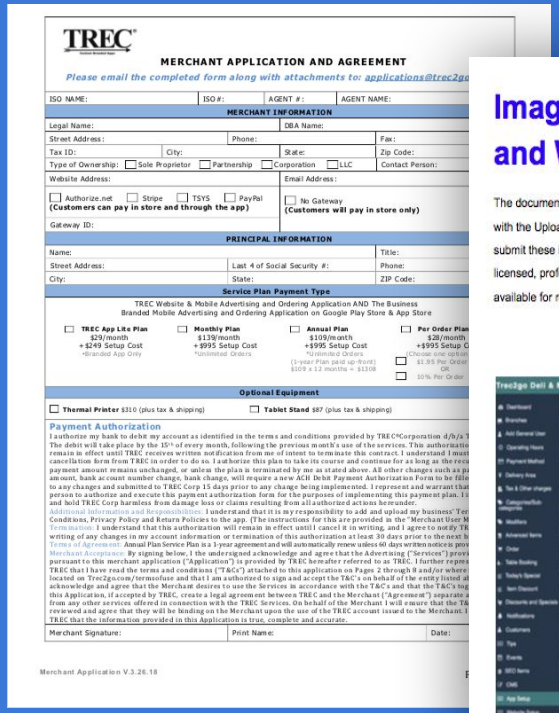
Applications



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MERCHANT APPLICATION AND AGREEMENT

Please email the completed form along with attachments to: applications@trec2go

ISO NAME:	ISO #:	AGENT #:	AGENT NAME:

MERCHANT INFORMATION

Legal Name:		DBA Name:	
Street Address:		Phone:	Fax:
Tax ID:	City:	State:	Zip Code:
Type of Ownership: ☐ Sole Proprietor ☐ Partnership ☐ Corporation ☐ LLC			Contact Person:
Website Address:		Email Address:	

☐ Authorize.net ☐ Stripe ☐ TSYS ☐ PayPal
(Customers can pay in store and through the app)

☐ No Gateway
(Customers will pay in store only)

Gateway ID:

PRINCIPAL INFORMATION

Name:		Title:
Street Address:	Last 4 of Social Security #:	Phone:
City:	State:	ZIP Code:

Service Plan Payment Type

TREC Website & Mobile Advertising and Ordering Application AND The Business Branded Mobile Advertising and Ordering Application on Google Play Store & App Store

☐ TREC App Lite Plan	☐ Monthly Plan	☐ Annual Plan	☐ Per Order Plan
$29/month	$139/month	$109/month	$28/month
+$249 Setup Cost	+$995 Setup Cost	+$995 Setup Cost	+$995 Setup C
•Branded App Only	*Unlimited Orders	*Unlimited Orders (1-year Plan paid up-front) $109 x 12 months = $1308	(Choose one option) ☐ $1.95 Per Order OR ☐ 10% Per Order

Optional Equipment

☐ **Thermal Printer** $310 (plus tax & shipping) ☐ **Tablet Stand** $87 (plus tax & shipping)

Payment Authorization

I authorize my bank to debit my account as identified in the terms and conditions provided by TREC©Corporation d/b/a T
The debit will take place by the 15th of every month, following the previous month's use of the services. This authorizatio
remain in effect until TREC receives written notification from me of intent to terminate this contract. I understand I must
cancellation form from TREC in order to do so. I authorize this plan to take its course and continue for as long as the rec
payment amount remains unchanged, or unless the plan is terminated by me as stated above. All other changes such as pa
amount, bank account number change, bank change, will require a new ACH Debit Payment Authorization Form to be file
to any changes and submitted to TREC Corp 15 days prior to any change being implemented. I represent and warrant that
person to authorize and execute this payment authorization form for the purposes of implementing this payment plan. I
and hold TREC Corp harmless from damage loss or claims resulting from all authorized actions hereunder.

Additional Information and Responsibilities: I understand that it is my responsibility to add and upload my business' Ter
Conditions, Privacy Policy and Return Policies to the app. (The instructions for this are provided in the "Merchant User M

Termination: I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify TR
writing of any changes in my account information or termination of this authorization at least 30 days prior to the next b

Terms of Agreement: Annual Plan Service Plan is a 1-year agreement and will automatically renew unless 60 days written notice is prov

Merchant Acceptance: By signing below, I the undersigned acknowledge and agree that the Advertising ("Services") provi
pursuant to this merchant application ("Application") is provided by TREC hereafter referred to as TREC. I further repres
TREC that I have read the terms and conditions ("T&Cs") attached to this application on Pages 2 through 8 and/or where
located on Trec2go.com/termsofuse and that I am authorized to sign and accept the T&C's on behalf of the entity listed a
acknowledge and agree that the Merchant desires to use the Services in accordance with the T&C's and that the T&C's tog
this Application, if accepted by TREC, create a legal agreement between TREC and the Merchant ("Agreement") separate a
from any other services offered in connection with the TREC Services. On behalf of the Merchant I will ensure that the T&
reviewed and agree that they will be binding on the Merchant upon the use of the TREC account issued to the Merchant. I
TREC that the information provided in this Application is true, complete and accurate.

Merchant Signature:	Print Name:	Date:

Merchant Application V.3.26.18

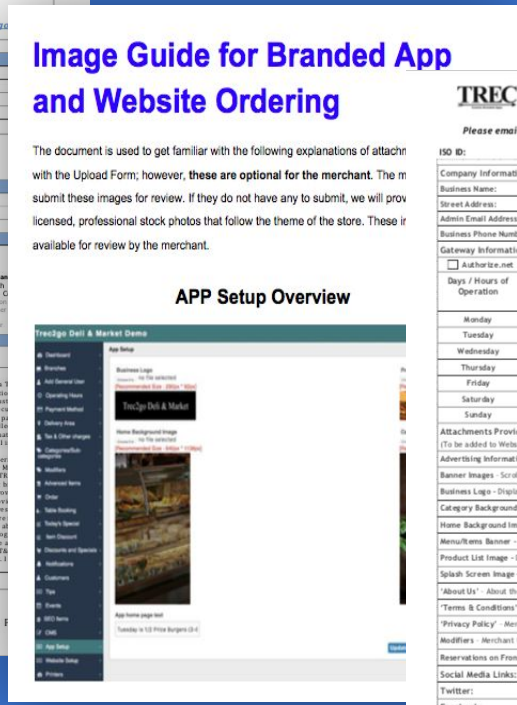


Image Guide for Branded App and Website Ordering

The document is used to get familiar with the following explanations of attachn
with the Upload Form; however, **these are optional for the merchant.** The m
submit these images for review. If they do not have any to submit, we will prov
licensed, professional stock photos that follow the theme of the store. These ir
available for review by the merchant.

APP Setup Overview

TREC

Merchant Upload Form

Please email the completed form along with the attachments to: applications@trec2g

ISO ID:	Agent ID:	Agent Name:	Da

Company Information (How it will appear on Web & App)			
Business Name:			
Street Address:	City:	State:	Zip
Admin Email Address:	Website:		
Business Phone Number:		Local Tax Rate:	
Gateway Information:	Gateway ID:		

☐ Authorize.net ☐ Stripe ☐ TSYS ☐ PayPal ☐ No Gateway needed (Customers Pay

Days / Hours of Operation	General Business Hours (Include Time Zone) Open	Closed	Web & App Ordering - Pickup Times (Include Time Zone) Open	Closed	Web & App Ordering - D (Include Time Z Open
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

Attachments Provided for Editable Pictures and Content (To be added to Website / App)	Attached:	Picture Count	Re
Advertising Information - Menu/ Product List (Formats: doc., pdf)	☐ Yes ☐ No	N/A	
Banner Images - Scrolling images on Website (Formats: jpg, png)	☐ Yes ☐ No	3	150
Business Logo - Displayed for branding (Formats: jpg, png)	☐ Yes ☐ No	1	29
Category Background Image - Displayed on App & Website (Formats: jpg, png)	☐ Yes ☐ No	1	640
Home Background Image - Displayed on App (Formats: jpg, png)	☐ Yes ☐ No	1	640
Menu/Items Banner - Displayed on Website (Formats: jpg, png)	☐ Yes ☐ No	1	169
Product List Image - Displayed on App (Formats: jpg, png)	☐ Yes ☐ No	1	700
Splash Screen Image - Displayed on App (Formats: jpg, png)	☐ Yes ☐ No	1	700
'About Us' - About the merchant business (Formats: doc., pdf)	☐ Yes ☐ No	N/A	
'Terms & Conditions' - Merchant to provide (Formats: doc., pdf)	☐ Yes ☐ No	N/A	
'Privacy Policy' - Merchant to provide (Formats: doc., pdf)	☐ Yes ☐ No	N/A	
Modifiers - Merchant to provide (Formats: doc., pdf)	☐ Yes ☐ No	N/A	

Reservations on Frontend ☐ Yes ☐ No Printer Function: ☐ Direct Print ☐ ORA - Accept Ord

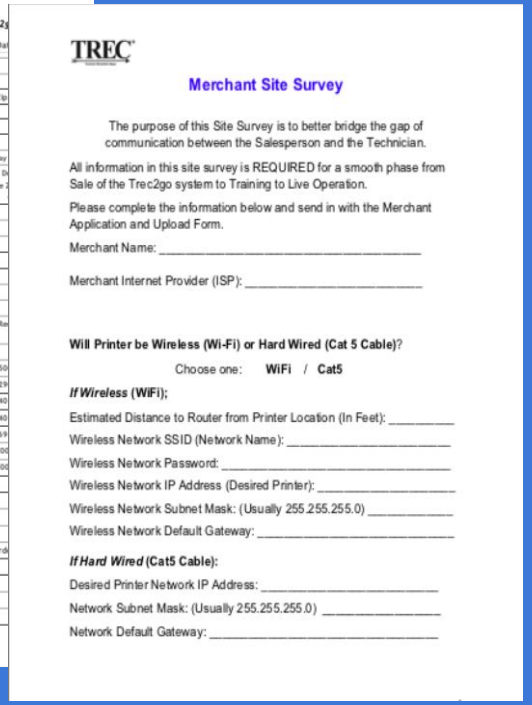
Social Media Links: If merchant has social media links provide URL below

Twitter:

Facebook:

Youtube:

Upload Form V.4.5.18



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Merchant Site Survey

The purpose of this Site Survey is to better bridge the gap of communication between the Salesperson and the Technician.

All information in this site survey is REQUIRED for a smooth phase from Sale of the Trec2go system to Training to Live Operation.

Please complete the information below and send in with the Merchant Application and Upload Form.

Merchant Name: _____

Merchant Internet Provider (ISP): _____

Will Printer be Wireless (Wi-Fi) or Hard Wired (Cat 5 Cable)?

Choose one: **WiFi** / **Cat5**

***If Wireless* (WiFi);**

Estimated Distance to Router from Printer Location (In Feet): _____

Wireless Network SSID (Network Name): _____

Wireless Network Password: _____

Wireless Network IP Address (Desired Printer): _____

Wireless Network Subnet Mask: (Usually 255.255.255.0) _____

Wireless Network Default Gateway: _____

***If Hard Wired* (Cat5 Cable):**

Desired Printer Network IP Address: _____

Network Subnet Mask: (Usually 255.255.255.0) _____

Network Default Gateway: _____

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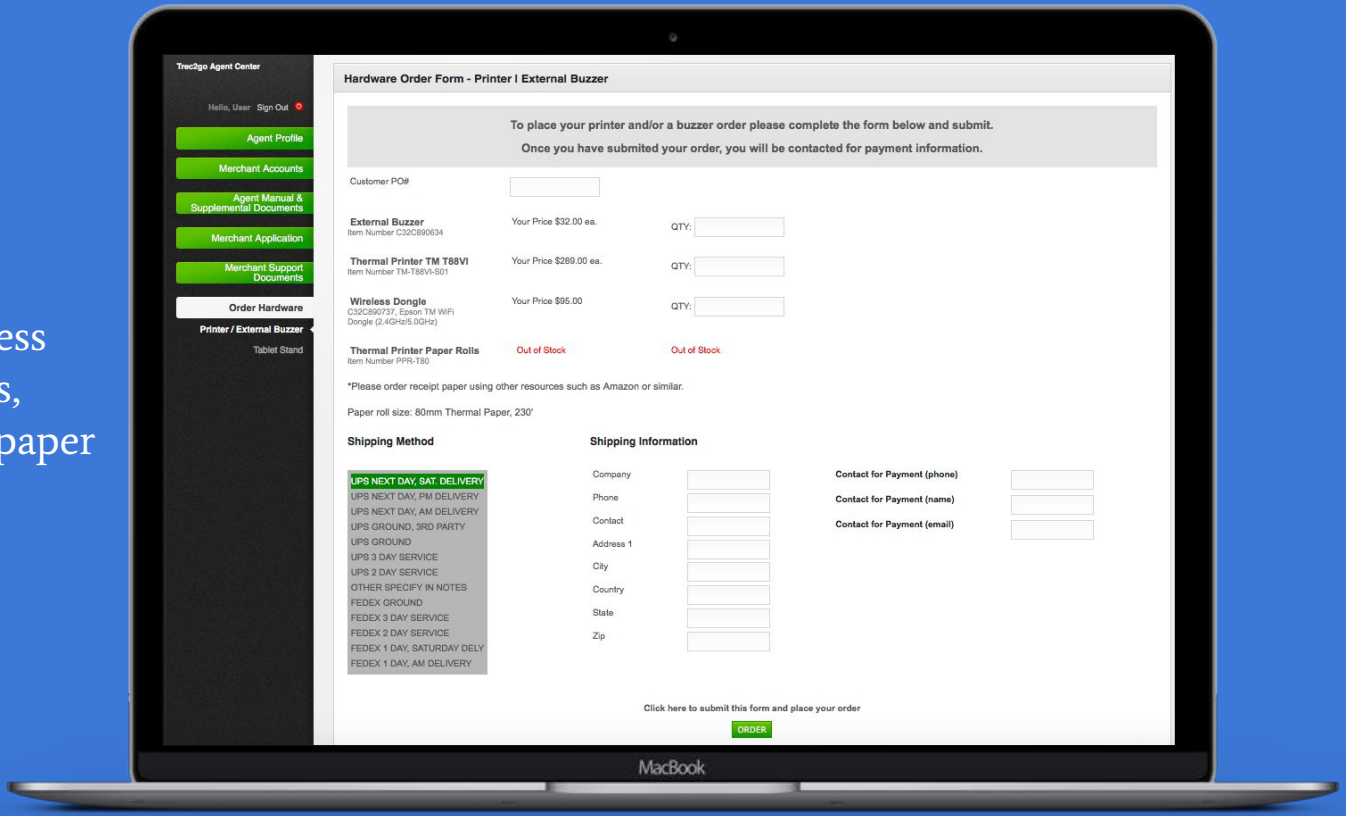
Hardware

- Wholesale pricing
- Thermal printers, wireless Setups, external buzzers, tablet stands & printer paper
- Vendor-direct ordering & shipping



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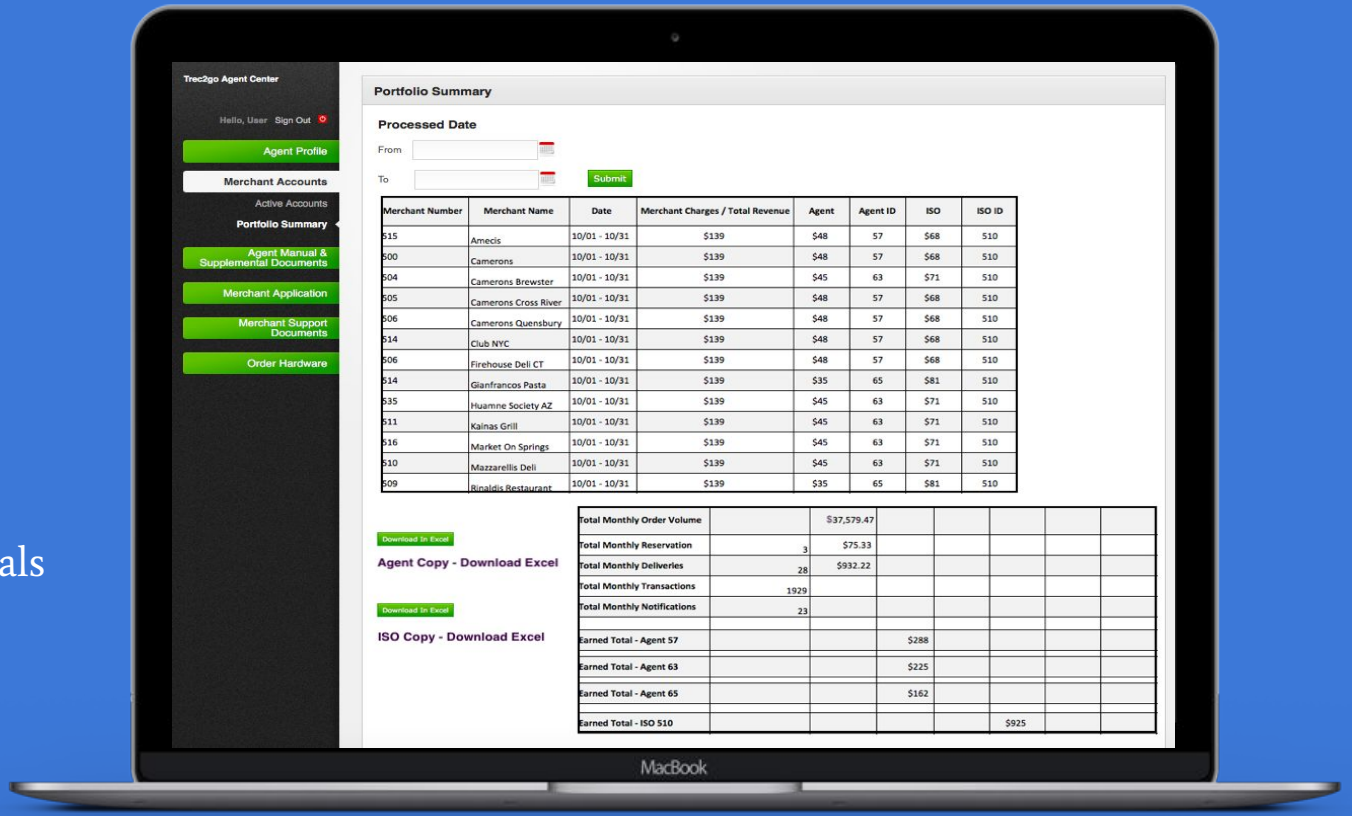
Commission Software

- Agent ID's & Payouts
- Real-time reporting
- Merchant Details & Totals
- Excel Downloads for Agents & Merchants



Merchant Number	Merchant Name	Date	Merchant Charges / Total Revenue	Agent	Agent ID	ISO	ISO ID
515	Amecis	10/01 - 10/31	$139	$48	57	$68	510
500	Camerons	10/01 - 10/31	$139	$48	57	$68	510
504	Camerons Brewster	10/01 - 10/31	$139	$45	63	$71	510
505	Camerons Cross River	10/01 - 10/31	$139	$48	57	$68	510
506	Camerons Quensbury	10/01 - 10/31	$139	$48	57	$68	510
514	Club NYC	10/01 - 10/31	$139	$48	57	$68	510
506	Firehouse Deli CT	10/01 - 10/31	$139	$48	57	$68	510
514	Gianfrancos Pasta	10/01 - 10/31	$139	$35	65	$81	510
535	Huamne Society AZ	10/01 - 10/31	$139	$45	63	$71	510
511	Kainas Grill	10/01 - 10/31	$139	$45	63	$71	510
516	Market On Springs	10/01 - 10/31	$139	$45	63	$71	510
510	Mazzarellis Deli	10/01 - 10/31	$139	$45	63	$71	510
509	Rinaldis Restaurant	10/01 - 10/31	$139	$35	65	$81	510

Total Monthly Order Volume		$37,579.47					
Total Monthly Reservation	3	$75.33					
Total Monthly Deliveries	28	$932.22					
Total Monthly Transactions	1929						
Total Monthly Notifications	23						
Earned Total - Agent 57			$288				
Earned Total - Agent 63			$225				
Earned Total - Agent 65			$162				
Earned Total - ISO 510					$925		

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Custom Branded Apps

Features & Benefits

VALUED MERCHANT SERVICES

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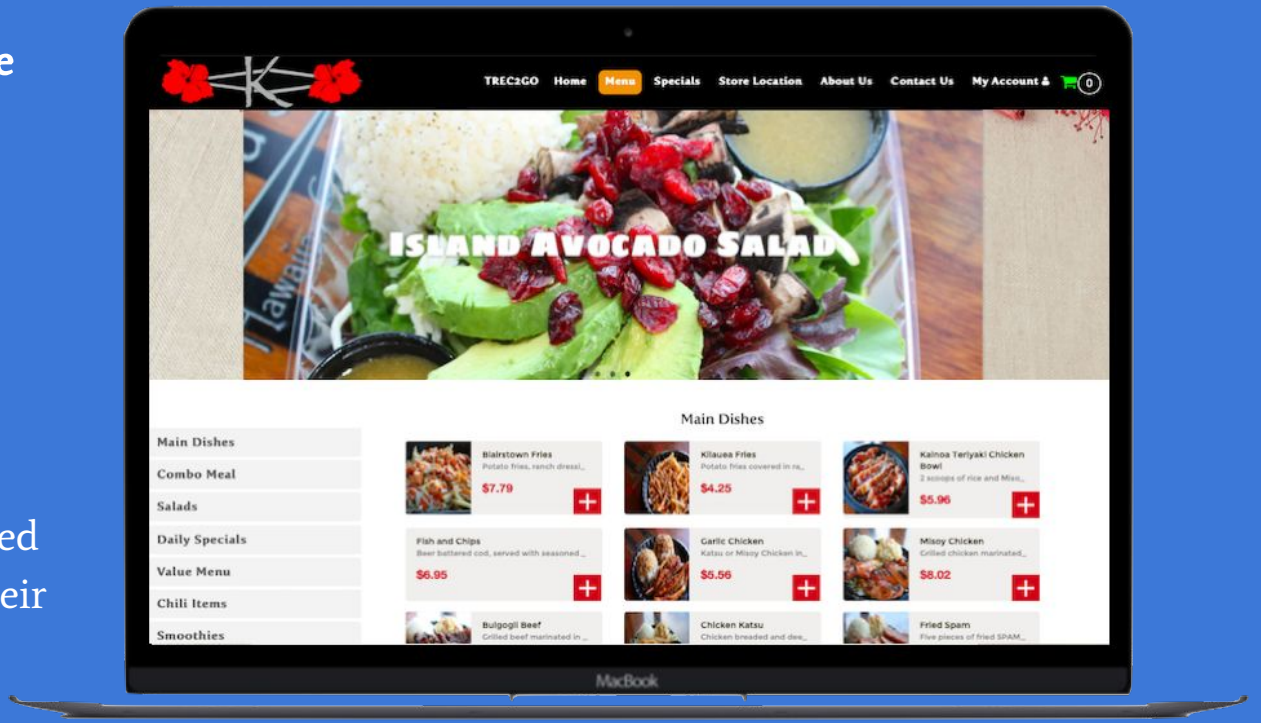
Online Ordering Website

Merchants with an existing website

- Customers are routed to the merchant's branded online ordering website

Merchants without a website

- Merchants can use the branded online ordering website as their feature website



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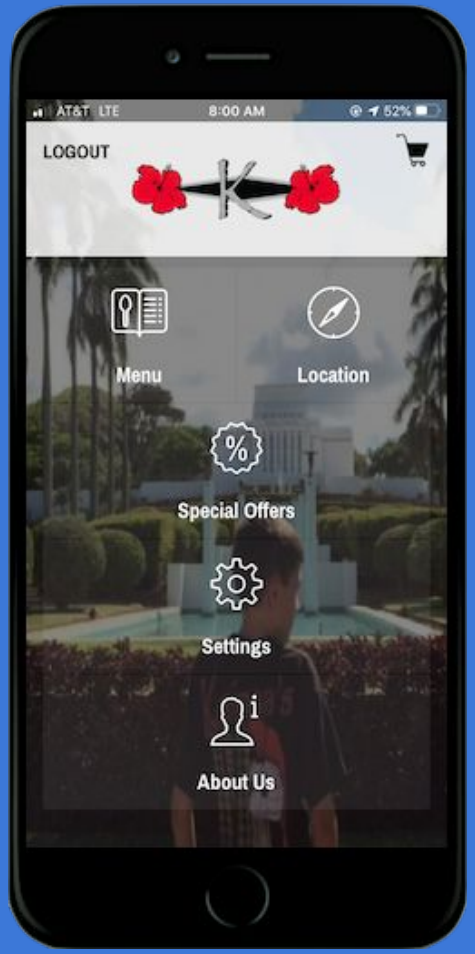
Branded App
(Customer Facing)

- Branded logo
- Customizable background pictures and brightness adjustments
- Product lists
- Special offers, coupon codes & discounts
- About us info and social media platforms
- Accept appointments & reservations



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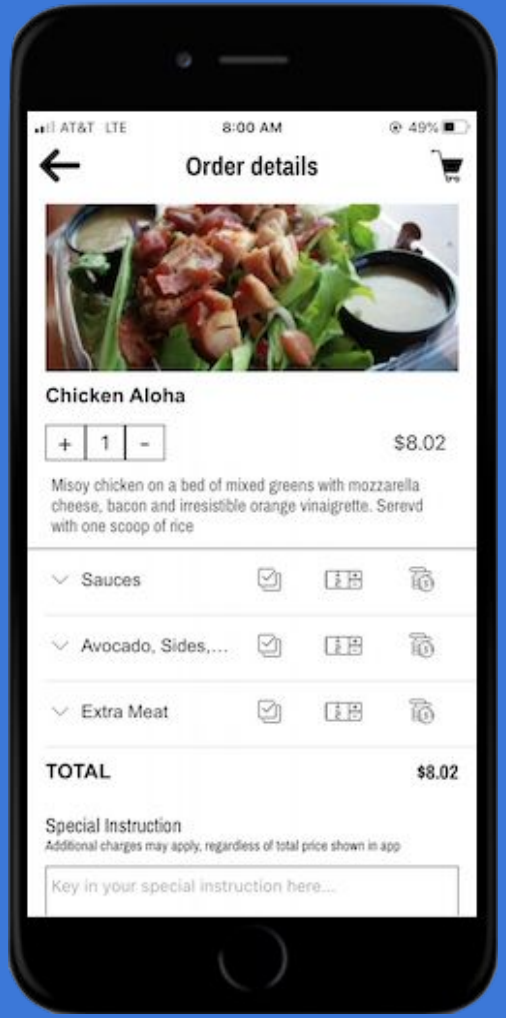
App Pictures
(Customer Facing)

- Provide colorful pictures
- Product descriptions
- Provide choices, sizes, add modifiers, and more



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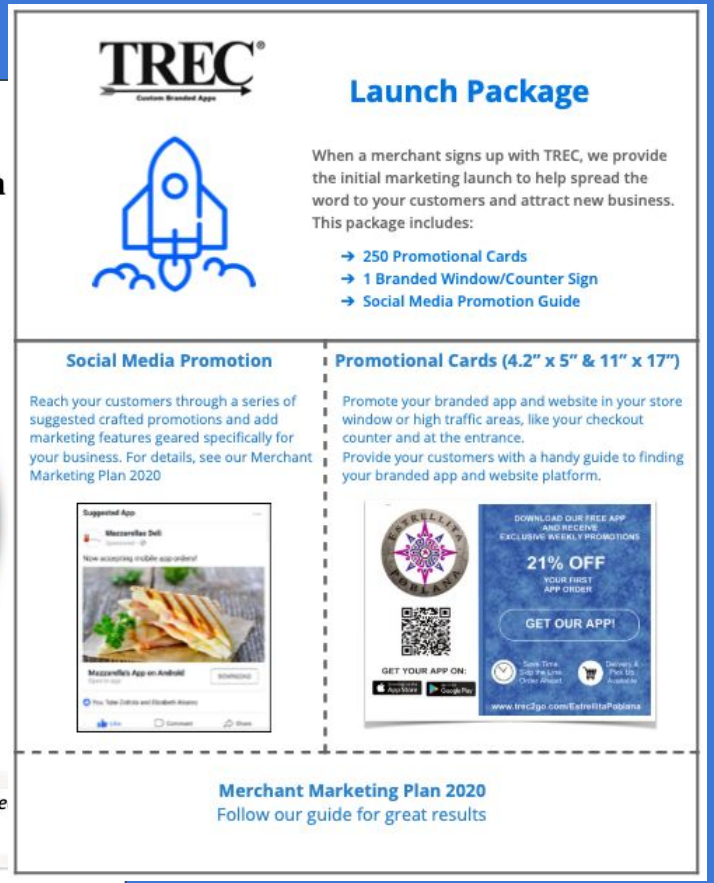
Launch Package

The TREC Launch Package includes printed marketing material, digital campaigns, and a strategically crafted 90-day marketing plan to guide the merchant towards a successful campaign from the start.



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The Target Audience

Any business that sells a product or service

Small to midsize (1 - 3 locations)

Large (3+ locations, franchises)

- Food & Beverage
- Retail
- Nurseries, Material Supply, Hardware Stores & Lumber Yards
- Valet & parking garages
- Salons & Spas
- Clubs, Schools, Churches, Donation Centers
- Theaters, Stadiums & Arenas

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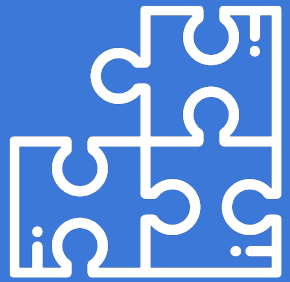
App & Website Features



- Advertising & Ordering Setup
- Push Notifications
- Accept Custom Orders
- Online Order Surcharge
- Digital & Printed Receipts
- Fax Ordering
- Loyalty Programs
- iOS and Android Applications
- Marketing Material
- Doordash Integration
- Curbside pickup & Retail Pickup Programs
- Cash Discount & Bank-card Processing Programs
- Order Online Code for Existing Websites
- Custom QR Code
- FB Shop Now Button
- Accept Table Reservations and Appointments
- Merchant Full Access to Backend & Analytics Suite
- And more

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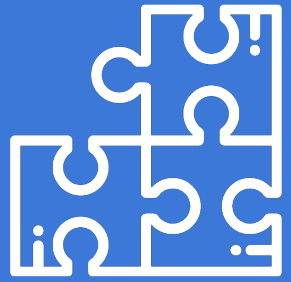
Merchant Benefits



- Increase Customer Interaction
- Improve operational efficiency
- Branded apps create competitive advantages
- Immediate and in-app purchases via multiple payment channels
- Real-time notifications of orders and purchases placed
- Actively grow business and increase search results via SEO
- Take advantage of embedded app loyalty programs
- Easily incorporate into an existing business model + works alongside POS systems

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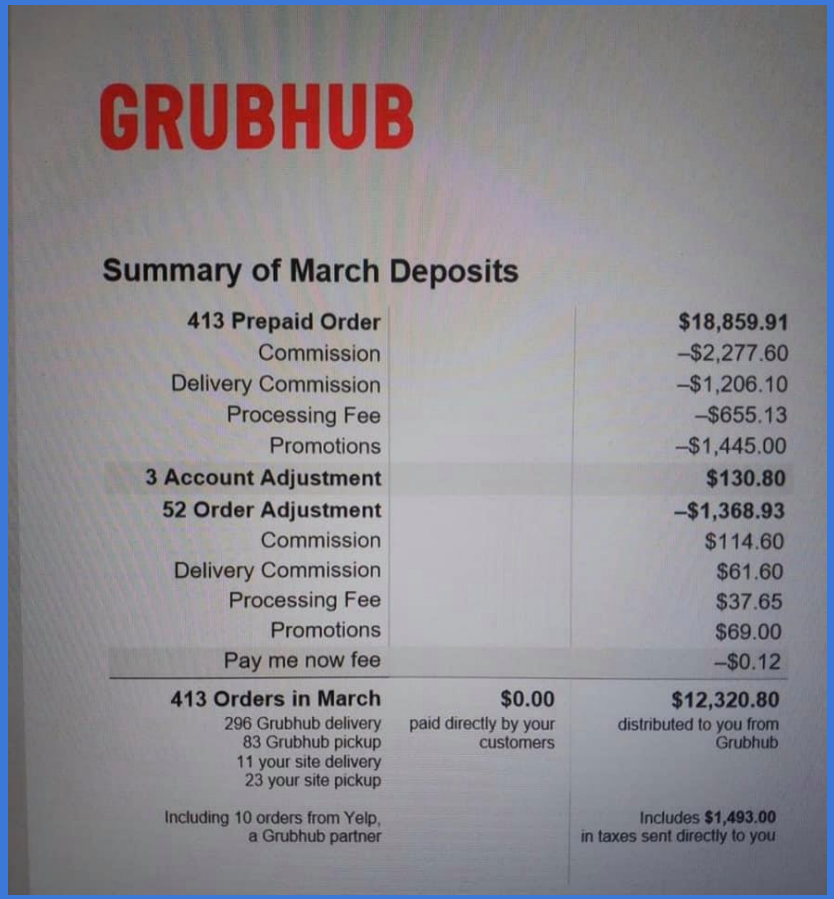
TREC vs. Grubhub

This merchant spent $6,952.88 (36.8%) on Grubhub

This same merchant would have spent $139 for the same orders plus processing fees (2.90% + $.08 trans fees) = $579.98

***This merchant would have saved $6,233.90 in one month by having their own app!**



GRUBHUB

Summary of March Deposits

413 Prepaid Order		**$18,859.91**
Commission		–$2,277.60
Delivery Commission		–$1,206.10
Processing Fee		–$655.13
Promotions		–$1,445.00
3 Account Adjustment		**$130.80**
52 Order Adjustment		**–$1,368.93**
Commission		$114.60
Delivery Commission		$61.60
Processing Fee		$37.65
Promotions		$69.00
Pay me now fee		–$0.12
413 Orders in March 296 Grubhub delivery 83 Grubhub pickup 11 your site delivery 23 your site pickup Including 10 orders from Yelp, a Grubhub partner	**$0.00** paid directly by your customers	**$12,320.80** distributed to you from Grubhub Includes **$1,493.00** in taxes sent directly to you

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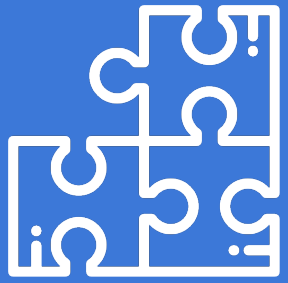
ISO & Agent Benefits



- Branded merchant applications
- Add a fresh and new revenue stream
- Retain existing accounts and gain additional processing activity vs losing profit

  Grubhub / Chownow / Ubereats
- Easy to install and setup
- In-App payments via the various payment gateways
- Customer bank-card storing feature for seamless, repeat purchasing
- Monitoring of accounts

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TREC®
Custom Branded Apps

Pricing & Progression

VALUED
MERCHANT SERVICES

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Merchant Pricing Packages

TREC

Merchant Pricing Packages

Monthly	Annual	Per Order
$139/mo	$109/mo	$28/mo
+$_____ Setup Fee Unlimited Orders	+$_____ Setup Fee Unlimited Orders (One Year Plan Paid up Front) $109 x 12 month = $1308	+$_____ Setup Fee $1.95 per order OR 10% per order

Optional Equipment

Thermal Printer	$310 (plus tax and shipping)
Tablet / iPad	iPad Version iOS 10.0.0 or later Android Version Android 9 Pie or later
Tablet Stand	$87 (plus tax and shipping)

What do you get?

Unlimited Online Orders	Branded Mobile App	Menu & Photo Upload	1 x Marketing Package	Unlimited App Downloads
Unlimited Website Ordering	Full Admin Access & Customer Reporting	Unlimited Push Notifications	Order Receiving App	Facebook Ordering

2020

Monthly

Cost effective | Casual commitment

Annual

Positive investment | Establish customer loyalty

Per Order

Efficient | Forecast Cost by Order

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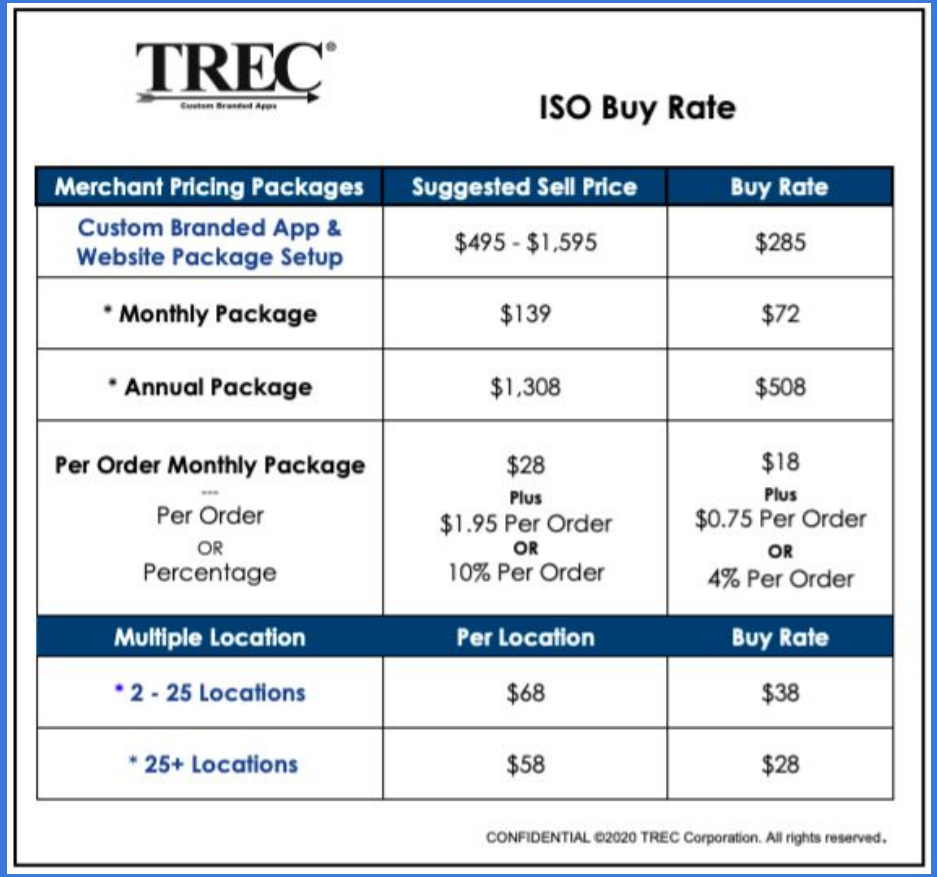
ISO Buy Rates



TREC
Custom Branded Apps

ISO Buy Rate

Merchant Pricing Packages	Suggested Sell Price	Buy Rate
Custom Branded App & Website Package Setup	$495 - $1,595	$285
* Monthly Package	$139	$72
* Annual Package	$1,308	$508
Per Order Monthly Package --- Per Order OR Percentage	$28 Plus $1.95 Per Order OR 10% Per Order	$18 Plus $0.75 Per Order OR 4% Per Order
Multiple Location	**Per Location**	**Buy Rate**
* 2 - 25 Locations	$68	$38
* 25+ Locations	$58	$28

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Buy Rates

The setup sell price and package plans are suggested

ISOs and agents may sell a set up and package plan for any amount above the buy rate

The profit amount for an agent, above the buy rate, is at the discretion of the ISO

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Merchant Sign-On Progression

Approval Sequence

1. Merchant documents are sent to: **support@valuedmerchants.com**
2. TREC notifies VMS of merchant approval.
3. Account setup begins.

Setup Sequence

1. App and website is built; app is approved and uploaded to Google Play and App Store.
2. Submit development requests for custom functionalities
3. Training, support and review is provided.

Whole process takes **approximately two weeks.**

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ISOs & Agents

ISO Registration + Profit Endorsement

Agent Registration

Agent Training and Support

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Questions & Comments

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