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# Custom Apps & Online Ordering Systems

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# Agenda

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

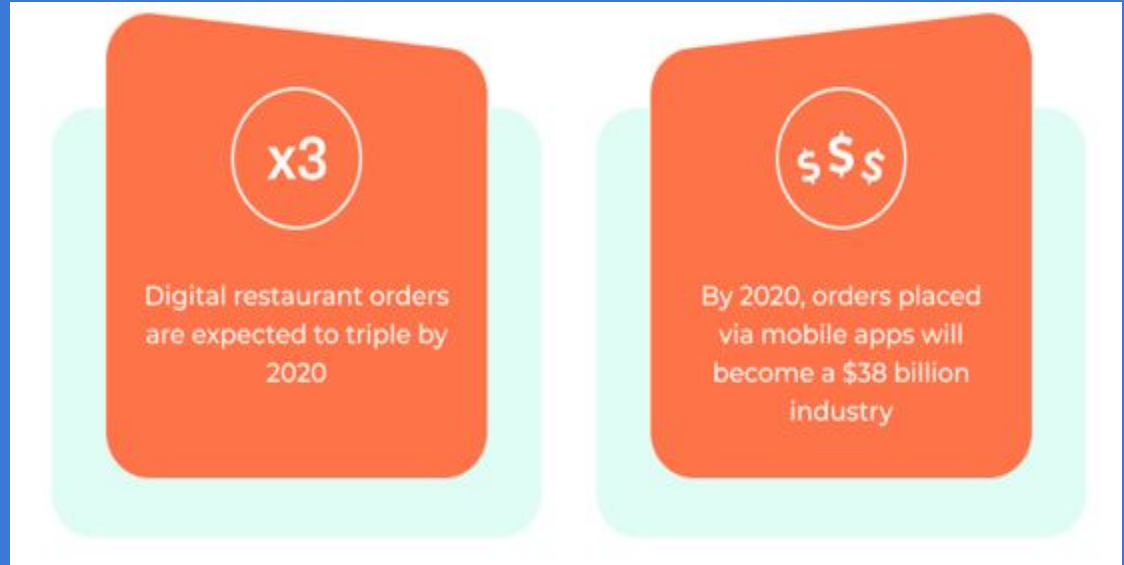


# App Ordering Statistics



# Why Restaurants Need Mobile Apps

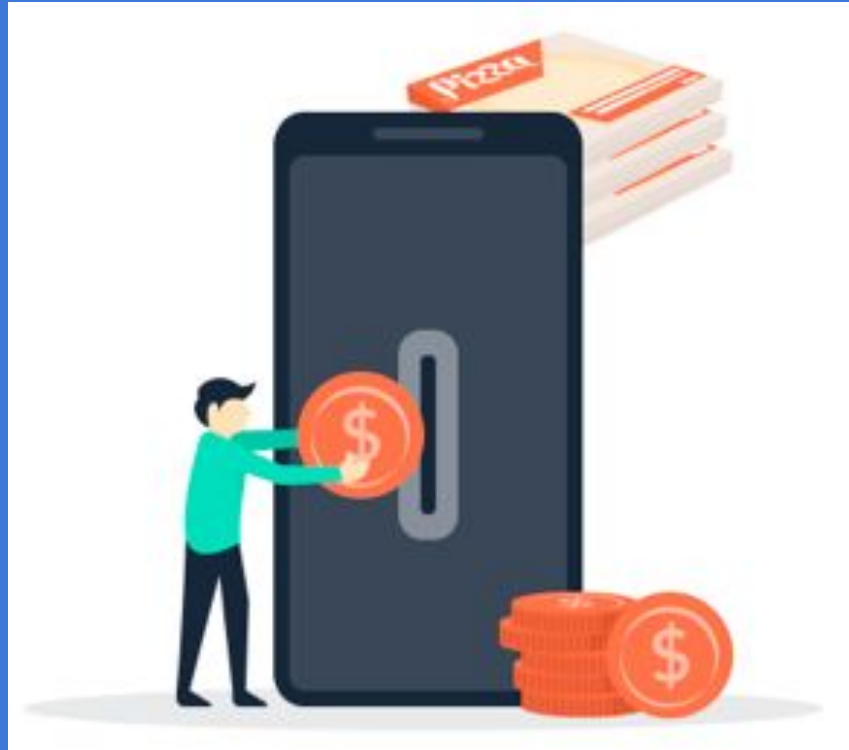
- Online orders are expected to triple in 2020
- Mobile app ordering will become a \$38 billion industry in 2020



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

# Why Restaurants Need Mobile Apps

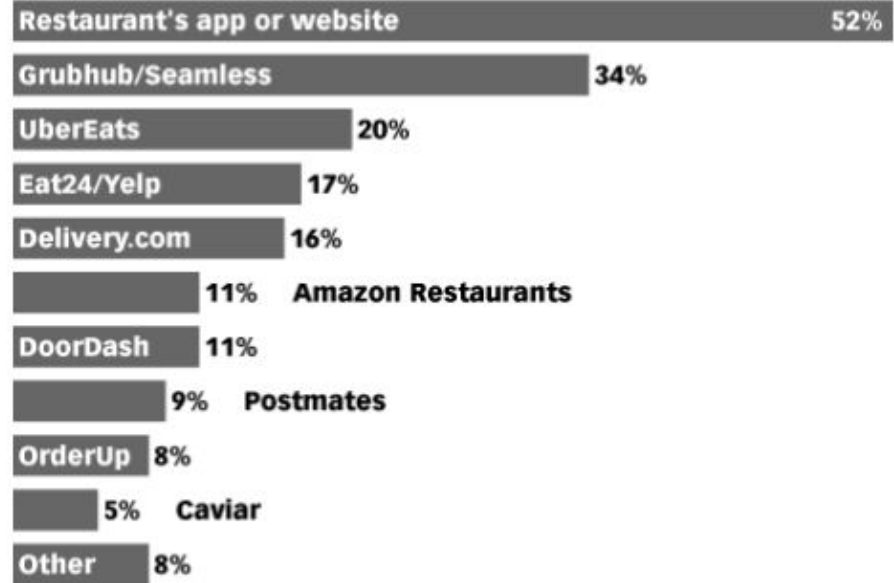
- On average a person spends \$16 - \$30 in a full service restaurant
- 34% of consumers, spend at least \$50 per order when ordering food online



# 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

## Restaurant Delivery Services Used by US Internet Users, May 2017 % of respondents



*Note: ages 18+; in the past year; among those who have ordered restaurant delivery online during the past year*  
*Source: Cowen and Company, "Survey says 'Dining In' Is the New 'Dining Out'," July 12, 2017*

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[www.eMarketer.com](http://www.eMarketer.com)



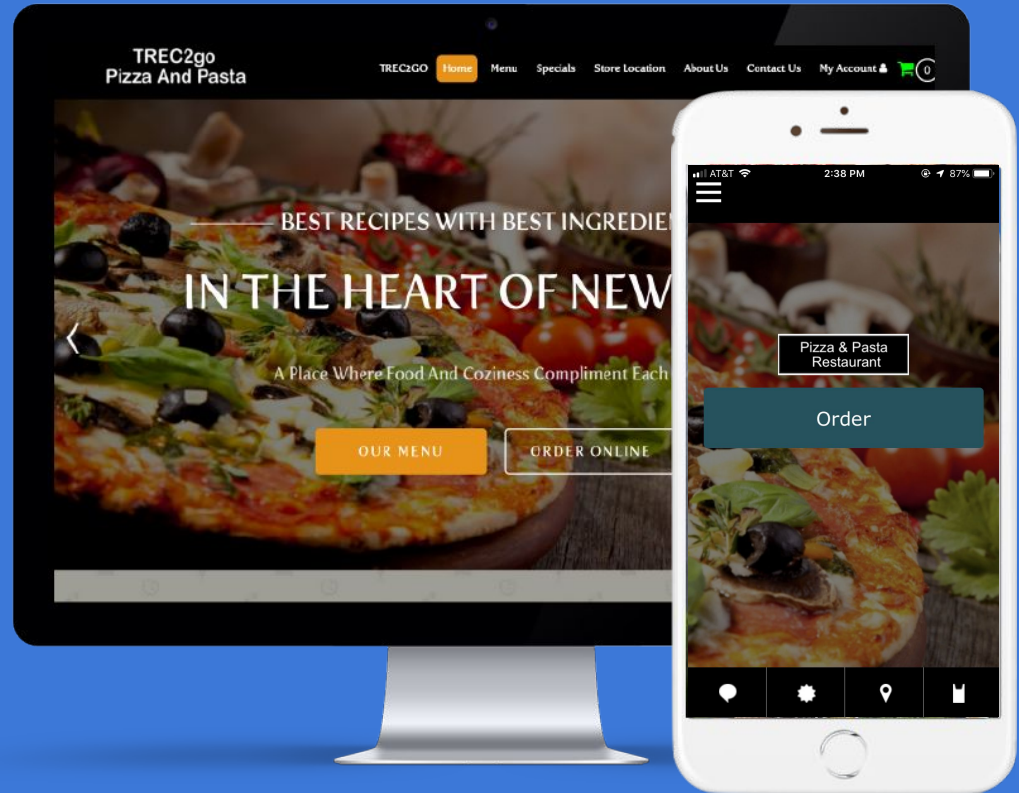
# The System





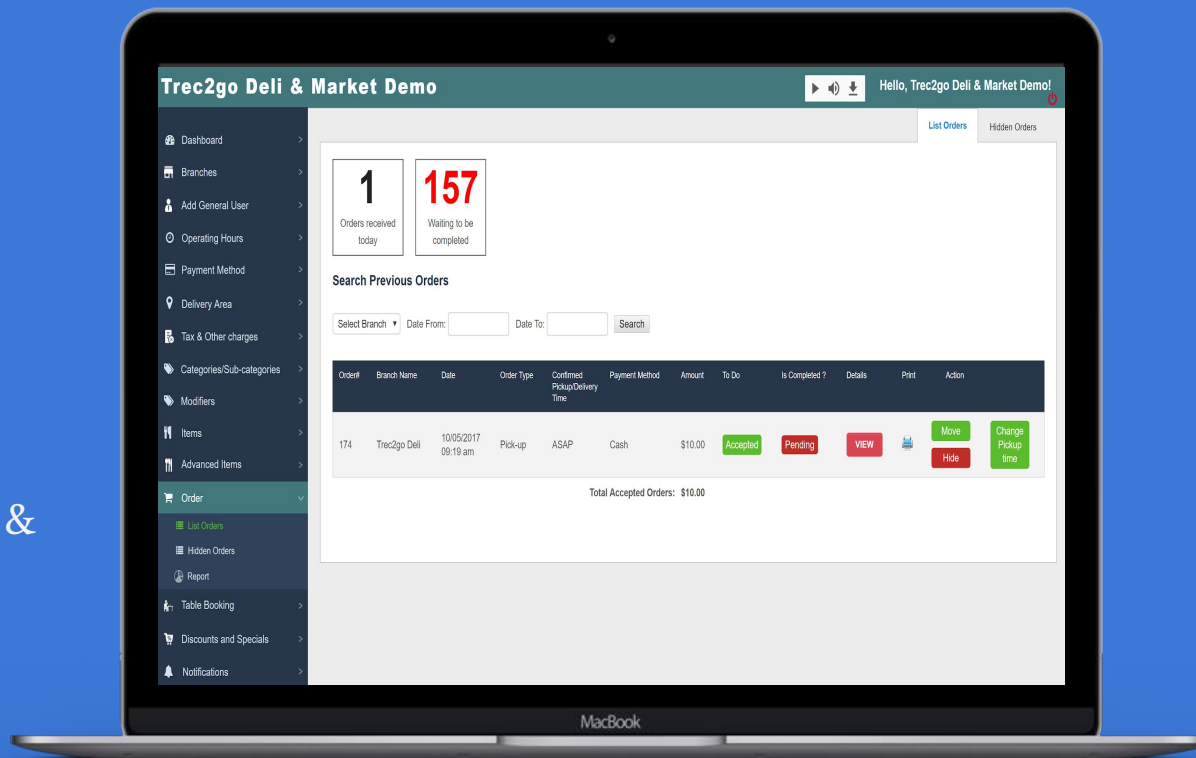
# Frontend Website & App

Merchant custom-branded app and  
online ordering website



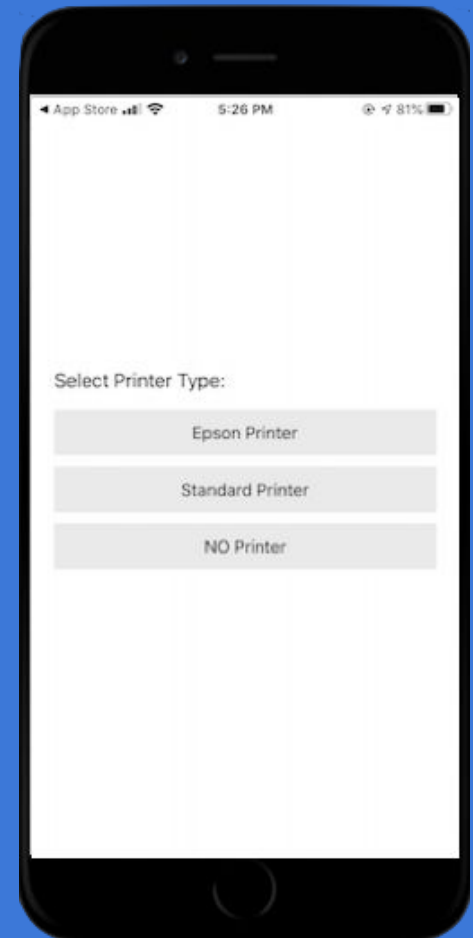
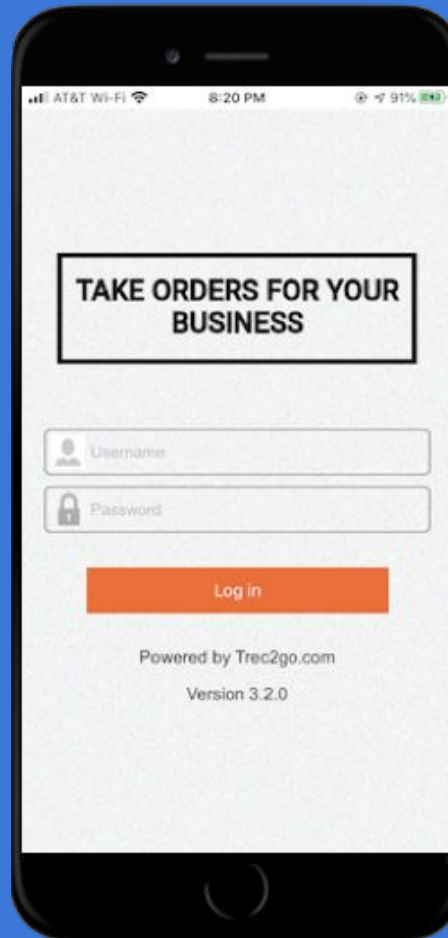
# Backend Management Tool

- 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



# Order Receiving App (ORA) (Merchant Facing)

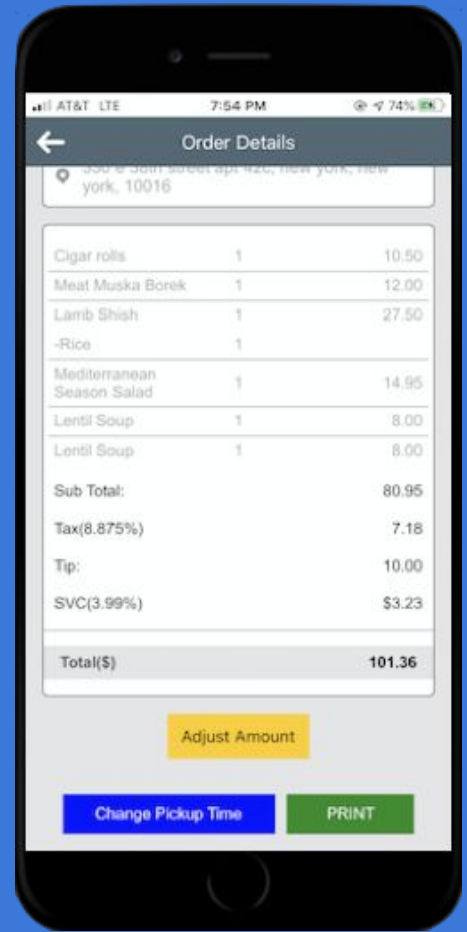
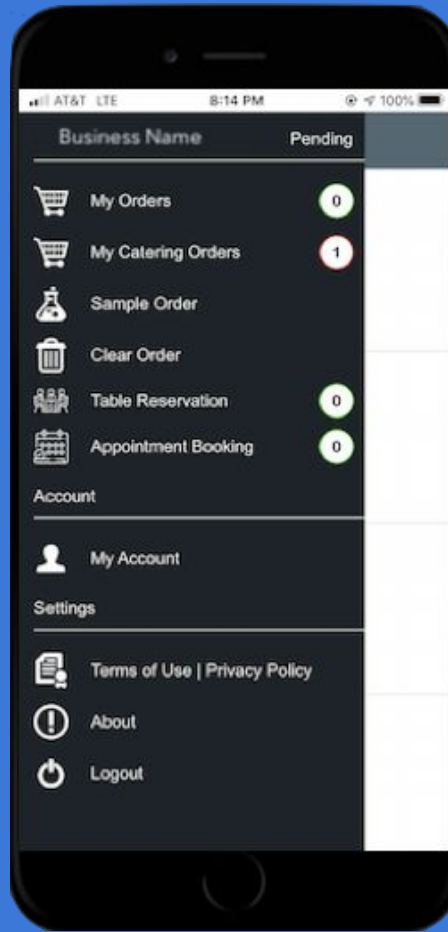
- Merchant login & printer setup
- Multiple device access



# Order Receiving App (ORA)

(Merchant-Facing)

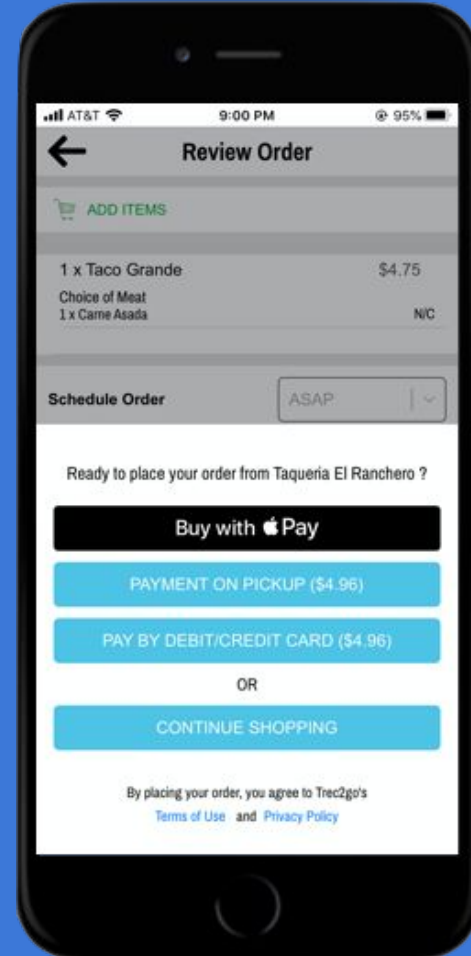
- Accept and print orders
- Update times for curbside pickup, adjust amounts, and more
- Let customers know when orders are ready



# Processing Methods

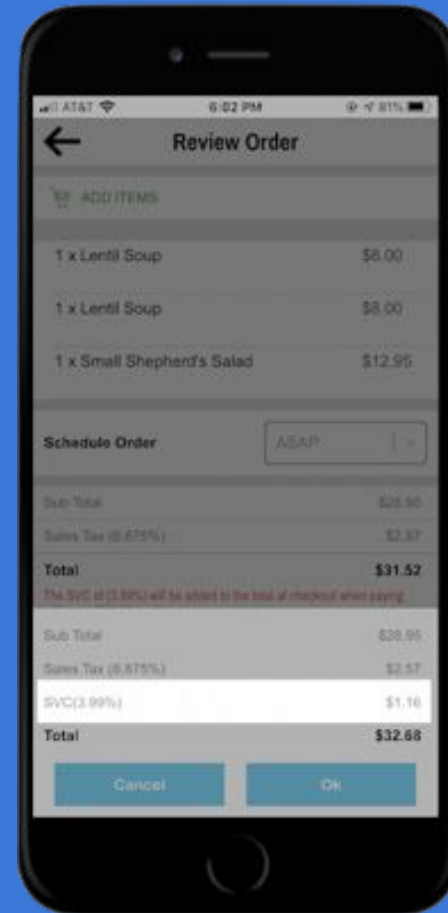
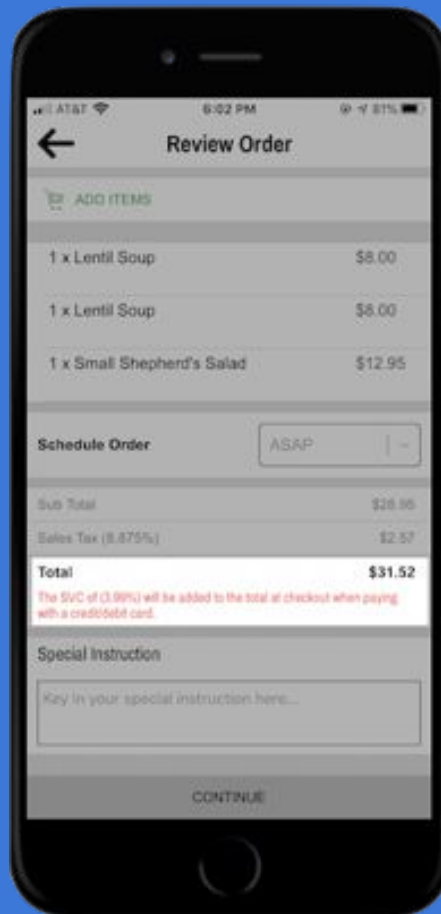
Merchants can use any combination of customer checkout options

- 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



# 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

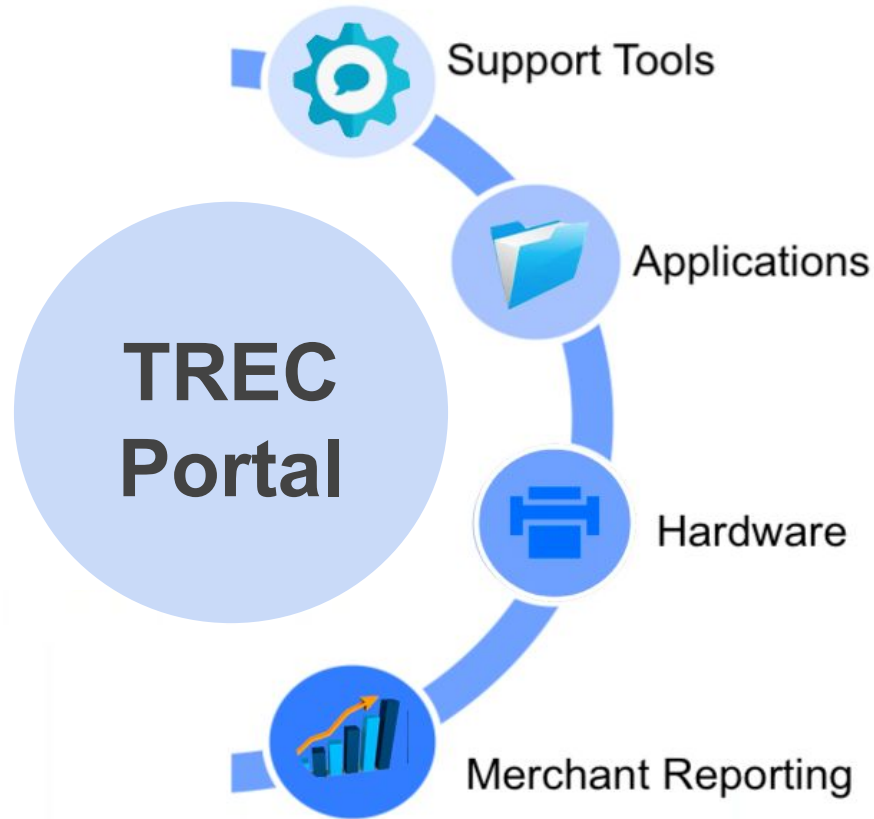




# Marketing & Commission Software



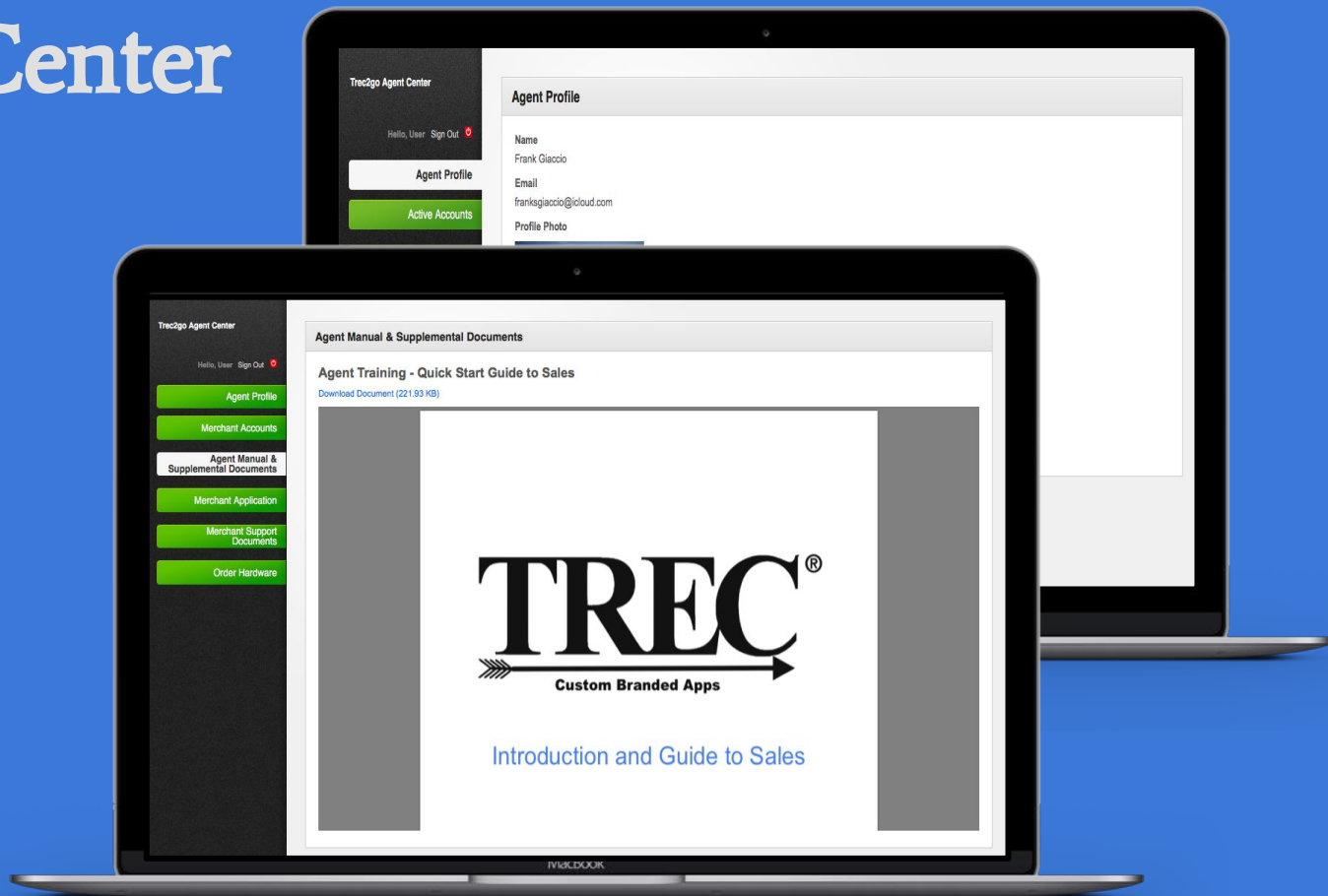
# Agent Center





# The Agent Center

- Agent & ISO portal
- Access information



# 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					
Administrative Control					
Backup Option					
Manage Loyalty Programs					

**TREC**  
Custom Branded Apps

Our apps accept the following payment types:

ONLINE ORDERING

WEBSITE DIRECTORY TO PROMOTE YOUR BUSINESS

UNLIMITED PUSH NOTIFICATIONS

SOCIAL MEDIA ADVERTISING & BRANDING

ORDERING APPS & CUSTOM PRIVATE LABEL ADVERTISING

FULL ADMIN ACCESS FOR WEB & MOBILE APP

WEBSITE ADVERTISING & ORDERING PLATFORMS

UNLIMITED APP DOWNLOADS

MERCHANT & CUSTOMER SUPPORT

IOS & ANDROID APPS

Get Your App On:

**ARE YOU A BUSINESS OWNER?**

Contact us and get started on increasing sales!

info@trec2go.com | www.trec2go.com

Agent #: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Launch Package

When you sign up with Trec2go, we provide the initial marketing launch to help spread the word to your customers and attract new business. This package includes:

- 500 Promotional Cards
- 1' App Orders Pickup Here/Download Our App' Overhead Sign
- 1 Branded Window/Counter Sign
- Social Media Promotion

#### Promotional Cards

Provide your customers with a handy guide to finding your branded app and website platform.

#### 'App Orders Pickup Here & Download Our App' Overhead Sign

Using your logo, we create a large sign designating one area in your store for app/web order pickup.

#### Branded Window/Counter Sign

Promote your branded app and website in your store window or high traffic areas, like your checkout counter.

#### Social Media Promotion

Reach your customers through our series of online crafted promotions and add marketing features geared specifically for your business.

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# Applications



## MERCHANT APPLICATION AND AGREEMENT

Please email the completed form along with attachments to: [applications@trec2go.com](mailto:applications@trec2go.com)

ISO NAME:	ISO #:	AGENT #:	AGENT NAME:
<b>MERCHANT INFORMATION</b>			
Legal Name:	DBA Name:		
Street Address:	Phone:	Sic:	Fax:
Tax ID:	City:	State:	Zip Code:
Type of Ownership: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> LLC	Contact Person:		
Website Address:	Email Address:		
<input type="checkbox"/> Authorize.net <input type="checkbox"/> Stripe <input type="checkbox"/> TSYS <input type="checkbox"/> PayPal (Customers can pay in store and through the app)		<input type="checkbox"/> No Gateway (Customers will pay in store only)	
Gateway ID:			

<b>PRINCIPAL INFORMATION</b>			
Name:	Title:		
Street Address:	Last 4 of Social Security #:	Phone:	
City:	State:	ZIP Code:	

<b>Service Plan Payment Type</b>			
TREC Website & Mobile Advertising and Ordering Application AND The Business Brand Mobile Advertising and Ordering Application on Google Play Store & App Store			
<input type="checkbox"/> TREC App Lite Plan \$20/month +\$249 Setup Cost (one-time fee)	<input type="checkbox"/> Monthly Plan \$120/month +\$995 Setup Cost (one-time fee)	<input type="checkbox"/> Annual Plan \$1200/year +\$995 Setup Cost (one-time fee)	<input type="checkbox"/> Per Order Plan \$20/month +\$995 Setup Cost (one-time fee)
<input type="checkbox"/> Thermal Printer \$310 (plus tax & shipping) <input type="checkbox"/> Tablet Stand \$67 (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 TREC. The debit will take place by the 15th of every month, following the previous month's use of the services. This authorization remains in effect until TREC receives written notification from me of intent to terminate this contract. I understand that any cancellation from TREC in order to do so, I authorize this plan to take its course and continue for as long as the service payment amount remains unchanged, or unless the plan is terminated by me as stated above. All other changes such as payment, bank account number change, bank change, will require a new ACH Debit Payment Authorization Form to be filed to any change 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 purpose of implementing this payment plan, is and hold TREC Corp harmless from damage loss or claims resulting from all authorized actions hereunder.

Additional Information and Representations: I understand that it is my responsibility to add and upload my business Terms & Conditions, Privacy Policy and Return Policies to the app. (The instructions for this are provided in the "Merchant User Manual" provided by TREC. I understand that this authorization will remain in effect until I cancel it in writing, and I agree to notify TREC in writing of any changes in my account information or termination of this authorization at least 30 days prior to the next billing cycle. Annual Service Plan is a 3-year agreement and will automatically renew unless I have written notice to TREC.

**Merchant Acceptance:** By signing below, I the undersigned acknowledge and agree that the Advertising ("Services") provided pursuant to this merchant application ("Application") is provided by TREC hereinafter referred to as "TREC". Further, I agree that I have read the terms and conditions ("TAC's") attached to this application on Page 2 through 4 and/or hereby located on TREC2go.com/merchant and I am authorized to sign and accept the TAC's on behalf of the entity listed at the bottom of this application, and I agree that the Merchant desires to use the Services in accordance with the TAC's and that the TAC's are accepted by TREC, create a legal agreement between TREC and the Merchant ("Agreement") separate from any other services offered in connection with the TREC Services. On behalf of the Merchant, I will ensure that the TAC's are reviewed and agree that they will be binding on the Merchant upon the use of the TREC account issued to the Merchant. TREC shall the information provided in this Application is true, complete and accurate.

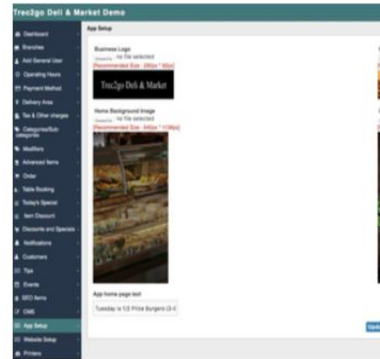
Merchant Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

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 attach with the Upload Form; however, these are optional for the merchant. The merchant submit these images for review. If they do not have any to submit, we will provide licensed, professional stock photos that follow the theme of the store. These are available for review by the merchant.

## APP Setup Overview



## Merchant Upload Form

Please email the completed form along with the attachments to: [applications@trec2go.com](mailto:applications@trec2go.com)

ISO ID:	Agent ID:	Agent Name:	Date:
<b>Company Information</b> (How it will appear on Web & App)			
Business Name:			
Street Address:		City:	State: Zip:
Admin Email Address:		Website:	
Business Phone Number:		Local Tax Rate:	
<b>Gateway Information:</b>			
<input type="checkbox"/> Authorize.net <input type="checkbox"/> Stripe <input type="checkbox"/> TSYS <input type="checkbox"/> PayPal		<input type="checkbox"/> No Gateway needed (Customers Pay)	
Days / Hours of Operation	General Business Hours (Include Time Zone)	Web & App Ordering - Pickup Times (Include Time Zone)	Web & App Ordering - Delivery Times (Include Time Zone)
Monday	Open Closed	Open Closed	Open Closed
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Attachments Provided for Editable Pictures and Content		Picture Count
(To be added to Website / App)		
Advertising Information - Menu/Product List (Formats: doc, pdf)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A
Banner Images - Scrolling Images on Website (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	3 / 150
Business Logo - Displayed for branding (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 25
Category Background Image - Displayed on App & Website (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 640
Home Background Image - Displayed on App (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 640
Products Banner - Displayed on Website (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 168
Menu List Image - Displayed on App (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 704
Splash Screen Image - Displayed on App (Formats: jpg, png)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	1 / 704
"About Us" - About the merchant business (Formats: doc, pdf)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A
"Terms & Conditions" - Merchant to provide (Formats: doc, pdf)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A
"Privacy Policy" - Merchant to provide (Formats: doc, pdf)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A
Modifiers - Merchant to provide (Formats: doc, pdf)	Attached: <input type="checkbox"/> Yes <input type="checkbox"/> No	N/A
Reservations on Frontend: <input type="checkbox"/> Yes <input type="checkbox"/> No	Printer Function: <input type="checkbox"/> Direct Print <input type="checkbox"/> ORA - Accept Order	
Social Media Links: If merchant has social media links provide URL below		
Twitter: _____		
Facebook: _____		
Youtube: _____		

Upload Form V.4.5.18



## 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

The screenshot shows a laptop displaying the TrecGo Agent Center interface. On the left is a dark sidebar with navigation links: Agent Profile, Merchant Accounts, Agent Manual & Supplemental Documents, Merchant Application, Merchant Support Documents, Order Hardware, and Printer / External Buzzer (selected). The main content area is titled 'Hardware Order Form - Printer | External Buzzer'. It contains a form for ordering hardware. At the top, it says: 'To place your printer and/or a buzzer order please complete the form below and submit. Once you have submitted your order, you will be contacted for payment information.' Below this is a 'Customer PO#' field. The form lists three items: 'External Buzzer' (Item Number C32C89834, Price \$32.00 ea.), 'Thermal Printer TM T88VI' (Item Number TM-T88VI-S01, Price \$289.00 ea.), and 'Wireless Dongle' (Item Number C32C890737, Price \$95.00). Each item has a 'QTY:' field. The 'Thermal Printer Paper Rolls' (Item Number PPR-T80) are marked 'Out of Stock'. A note states: '\*Please order receipt paper using other resources such as Amazon or similar. Paper roll size: 80mm Thermal Paper, 230\''. The 'Shipping Method' section lists options like 'UPS NEXT DAY, SAT. DELIVERY' (highlighted), 'UPS NEXT DAY, PM DELIVERY', 'UPS NEXT DAY, AM DELIVERY', 'UPS GROUND, 3RD PARTY', 'UPS GROUND', 'UPS 3 DAY SERVICE', 'UPS 2 DAY SERVICE', and 'OTHER SPECIFY IN NOTES'. The 'Shipping Information' section includes fields for Company, Phone, Contact, Address 1, City, Country, State, and Zip. The 'Contact for Payment' section includes fields for phone, name, and email. At the bottom, there is a link to 'Click here to submit this form and place your order' and a green 'ORDER' button.

TrecGo Agent Center

Hello, User Sign Out

Agent Profile

Merchant Accounts

Agent Manual & Supplemental Documents

Merchant Application

Merchant Support Documents

Order Hardware

Printer / External Buzzer

Tablet Stand

### Hardware Order Form - Printer | External Buzzer

To place your printer and/or a buzzer order please complete the form below and submit.  
Once you have submitted your order, you will be contacted for payment information.

Customer PO#

**External Buzzer**  
Item Number C32C89834 Your Price \$32.00 ea. QTY:

**Thermal Printer TM T88VI**  
Item Number TM-T88VI-S01 Your Price \$289.00 ea. QTY:

**Wireless Dongle**  
C32C890737, Green TM (WiFi)  
Dongle (2.4GHz/5.0GHz) Your Price \$95.00 QTY:

**Thermal Printer Paper Rolls**  
Item Number PPR-T80 **Out of Stock** **Out of Stock**

\*Please order receipt paper using other resources such as Amazon or similar.  
Paper roll size: 80mm Thermal Paper, 230'

**Shipping Method**

UPS NEXT DAY, SAT. DELIVERY  
UPS NEXT DAY, PM DELIVERY  
UPS NEXT DAY, AM DELIVERY  
UPS GROUND, 3RD PARTY  
UPS GROUND  
UPS 3 DAY SERVICE  
UPS 2 DAY SERVICE  
OTHER SPECIFY IN NOTES  
FEDEX GROUND  
FEDEX 3 DAY SERVICE  
FEDEX 2 DAY SERVICE  
FEDEX 1 DAY, SATURDAY DELV  
FEDEX 1 DAY, AM DELIVERY

**Shipping Information**

Company

Phone

Contact

Address 1

City

Country

State

Zip

Contact for Payment (phone)

Contact for Payment (name)

Contact for Payment (email)

Click here to submit this form and place your order

**ORDER**

# Commission Software

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

**TrecGo Agent Center**

Hello, User Sign Out

- Agent Profile
- Merchant Accounts
  - Active Accounts
  - Portfolio Summary
- Agent Manual & Supplemental Documents
- Merchant Application
- Merchant Support Documents
- Order Hardware

### Portfolio Summary

Processed Date

From:  To:  [Submit](#)

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

[Download In Excel](#)

**Agent Copy - Download Excel**

[Download In Excel](#)

**ISO Copy - Download Excel**

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	



# Features & Benefits





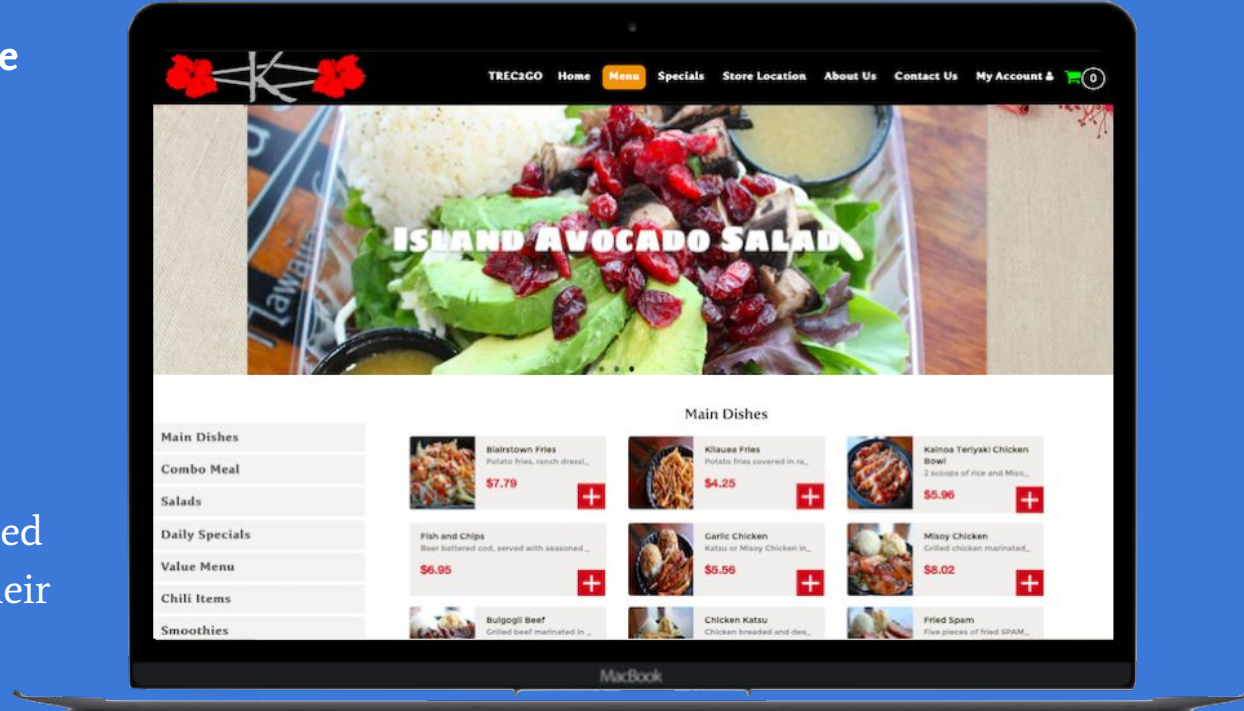
# Online Ordering Website

## Merchants with an existing website

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

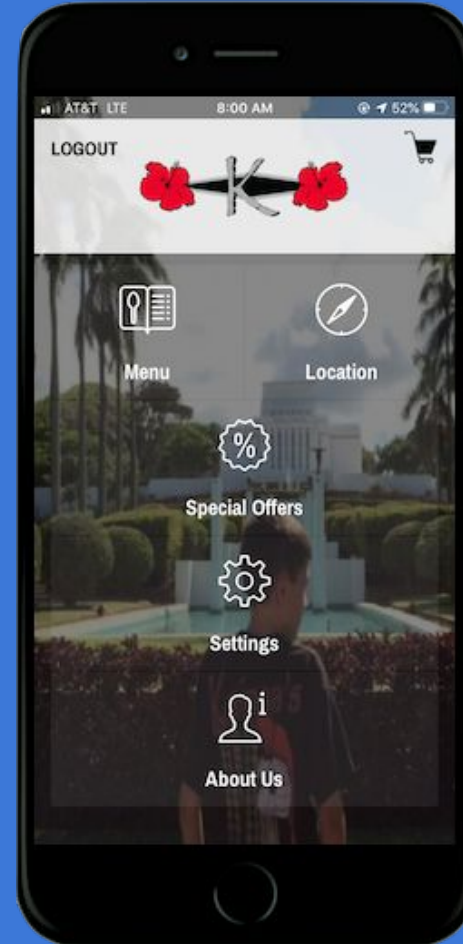
## Merchants without a website

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



# Branded App (Customer Facing)

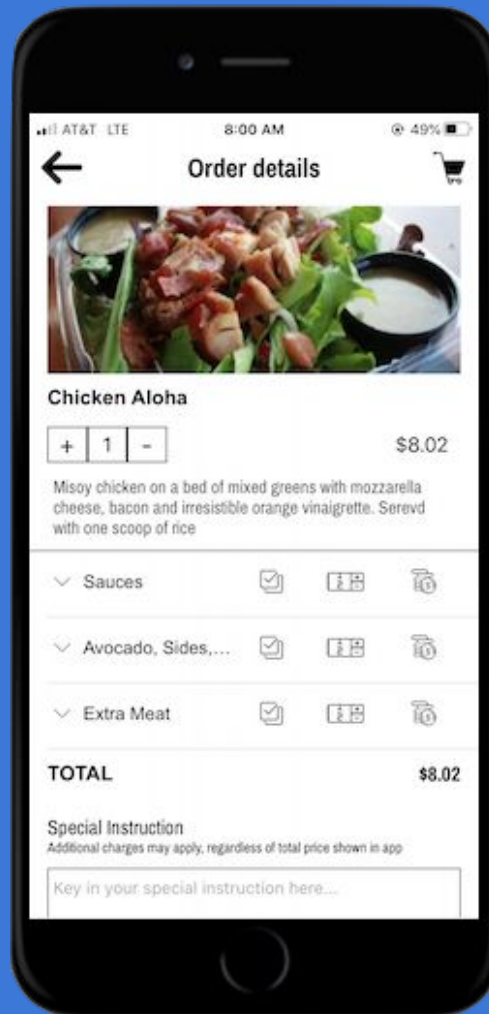
- Branded logo
- Customizable background pictures and brightness adjustments
- Product lists
- Special offers, coupon codes & discounts
- About us info and social media platforms
- Accept appointments & reservations





# App Pictures (Customer Facing)

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



# 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.

## The Merchant Marketing Plan 2020



*Review and follow the Merchant Marketing Plan provide  
Then, map your tasks to the Summary Calendar.*

V.2.27.20

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## Launch Package

When a merchant signs up with TREC, we provide the initial marketing launch to help spread the word to your customers and attract new business. This package includes:

- 250 Promotional Cards
- 1 Branded Window/Counter Sign
- Social Media Promotion Guide

### Social Media Promotion

Reach your customers through a series of suggested crafted promotions and add marketing features geared specifically for your business. For details, see our Merchant Marketing Plan 2020



### Promotional Cards (4.2" x 5" & 11" x 17")

Promote your branded app and website in your store window or high traffic areas, like your checkout counter and at the entrance. Provide your customers with a handy guide to finding your branded app and website platform.



### Merchant Marketing Plan 2020

Follow our guide for great results

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# The Target Audience

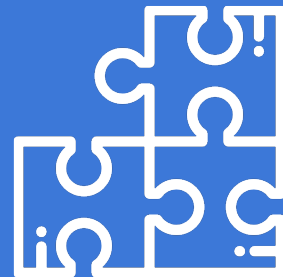
Any business that sells a product or service

Small to midsize (1 - 3 locations)

Large (3+ locations, franchises)

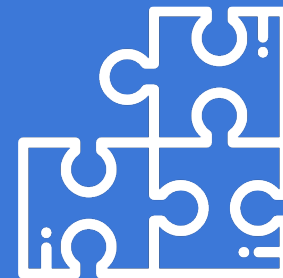
- Food & Beverage
- Retail
- Nurseries, Material Supply, Hardware Stores & Lumber Yards
- Valet & parking garages
- Salons & Spas
- Clubs, Schools, Churches, Donation Centers
- Theaters, Stadiums & Arenas

# 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

# 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

# TREC vs. Grubhub

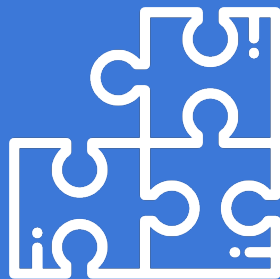
This merchant spent \$6,952.88 (36.8%)  
on Grubhub

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	\$0.00	\$12,320.80
296 Grubhub delivery	paid directly by your customers	distributed to you from Grubhub
83 Grubhub pickup		
11 your site delivery		
23 your site pickup		
Including 10 orders from Yelp, a Grubhub partner		Includes \$1,493.00 in taxes sent directly to you

# 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



# Pricing & Progression





# Merchant Pricing Packages



## Merchant Pricing Packages

### Monthly

**\$139/mo**

+\$\_\_\_\_\_ Setup Fee  
Unlimited Orders

### Annual

**\$109/mo**

+\$\_\_\_\_\_ Setup Fee  
Unlimited Orders  
(One Year Plan Paid up Front)  
\$109 x 12 month = \$1308

### Per Order

**\$28/mo**

+\$\_\_\_\_\_ 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



## 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.**

# ISOs & Agents

**Trec2go**

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**Agent 035**

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**Agent 036**

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**Agent 037**

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**Best Times to Sell**

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**Reactive Package Pricing**

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**ISO Registration +  
Profit Endorsement**

**Agent  
Registration**

**Agent Training and  
Support**



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# Questions & Comments