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See page 8 for  
more information

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*Anniversary Celebration  
1995 - 2015*

*Wishing everyone a happy holiday season and a prosperous new year!*

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# ARA APPROVED VENDORS

*Members who do not receive a response within 72 hours from an approved vendor listed below are encouraged to call the ARA office for assistance.*

## BEVERAGES

**Buffalo Rock**  
Contact Person: Wayne McKnight  
Phone: 770-254-2918

**Coca-Cola**  
Contact Person: Robert Laws  
Phone: 678-224-2547

**Community Coffee Co.**  
Contact Person: Dennis Zarneke  
Phone: 800-688-0990, ext. 2507

## Matador Distributors

Contact Person: Derek Neasham  
Phone: 770-855-8220

## Metro Coffee

Contact Person: Tom Drescher  
Phone: 770-870-8852

## Monster Energy

Contact Person: Tim Kornhaus  
Phone: 404-983-0198

## Pepsi

Contact Person: Glen Thomas  
Phone: 770-503-6443

## Royal Cup Coffee

Contact Person: Nelson Wilbanks  
Phone: 800-366-5836

## ACCOUNTING

**Krishnan Company, P.C., CPA**  
Contact Person: Patty Krishnan  
Phone: 770-368-1030

## AIR AND VACUUM

**Southcom**  
Contact Person: Patrick Golden  
Phone: 770-452-1110

## ATTORNEY SERVICES

**Siupo Chan & Associates, P.C.**  
Contact Person: Siupo Chan  
Phone: 770-497-1323

## BACK OFFICE SOFTWARE

**AVD Systems & Back Office Software**  
Contact Person Udaya Devineni  
Phone: 678-883-2928

## CELL PHONE ACCESSORIES

**Xpress Gear**  
Contact Person: Anwar Qassam Ali  
Phone: 404-786-3283

## FINANCIAL SERVICES

**World Pay**  
Contact Person: Che C. Powell  
Phone: 678-587-1450

**SmartbizPay**  
Contact Person: Mohammed Moinuddin  
404-806-5871

**ATM Link (ATM Services)**  
Contact Person: Minhas Vellani  
Phone: 281-568-4443

## FUEL SERVICES

**Next Level Petroleum**  
Contact Person: Imran Ramji  
Phone: 770-392-1662

## SPATCO

Contact Person: Rob Otersen  
Phone: 770-277-8560

## GROCERY/ROSES

**Core Mark**  
Contact Person: Alan Yates  
Phone: 800-950-4323 x 122

## Tropical Roses

Phone: 678-437-2252

## ICE/SOFT ICE/ICE CREAM

**Reddy Ice Co.**  
Contact Person: Marion McKie  
Phone: 404-762-9455

## Premium Distributors

Contact Person: Melody Woyer  
Phone: 770-424-8851

## PEST CONTROL

**Servitix Pest Control Inc.**  
Contact Person: Dr. Raj Patel  
Phone: 678-698-2589

## PROPANE GAS

**Amerigas**  
Contact Person: Charlie Sims  
Phone: 770-458-8568 or 770-861-8499

## SECURITY SERVICES

**F.M. Maintenance**  
Contact Person: Shahid Shafquat  
Phone: 404-219-6777

## SNACKS

**Frito-Lay**  
Contact Person: Eugene Hendrix  
Phone: 404-307-5922

## Golden Flakes

Contact Person: Keith Shirah  
Phone: 1-800-239-2444

## STATIONERY

**Specialty Roll Products**  
Contact Person: Gordon Parker  
Phone: 1-800-647-6267

## TANK MAINTENANCE

**Center For Testing**  
Contact Person: Asad Altabchi  
Phone: 678-637-6333

## WASTE/RECYCLING SERVICES

**Cardinal Waste Solutions**  
Contact Person: Dan Gables  
Phone: 770-306-6812

**American Textile Recycling Service**  
Contact Person: Kenna Toomey  
Phone: 404-977-9822

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Lawrenceville, GA 30043

#### **Office Hours:**

Monday - Thursday

9:00 am - 5:30 pm

Friday

8:30 am - 5:00 pm

#### **Phone:**

770-455-4455

#### **Fax:**

404-478-8525

#### **Website:**

[www.araonline.us](http://www.araonline.us)

#### **Email:**

[admin@araonline.us](mailto:admin@araonline.us)

## *From the Chairman...*

# *W*

We had a great town hall meeting and launch of our new initiatives. I urge all members to try to learn more about the programs being launched and understand the strategy behind what our long term vision is for ARA. With back office software, among various other member benefits, we now have the ability to add to the profitability of our businesses; and the platform of retirement savings provides a great avenue to invest those additional dollars that hasn't existed. We will have many educational programs for our members to learn and take advantage of the new offerings, so please participate proactively to give them a fair chance of success.

We conducted a survey during the town hall meeting and the results are very pleasing. Because these surveys are anonymous, the privacy of our members is kept in mind as we collect a snapshot of our member stores to guide us in devising programs to best help our members. For those of you who participated in the past three surveys you must have noticed that there is a theme in the beginning of survey that repeats every time. We ask our membership about their own state of business and also the state of economy. They are both directly related and it gives us an excellent barometer to gauge the state of our membership. The questions about whether members feel they are suffering and if there is a feeling that the economy is getting worse are indicators that we follow very carefully. For the first time since we've begun this exercise, both categories came in at a record low 2%. This means the majority of our members are doing well and feel everything is going in the right direction. While this is something for us to feel good and happy about, we should always look at things with our future in mind.

Let me present a contrarian view of how I look at this data. In paraphrasing Warren Buffett, be fearful when others are greedy and to be greedy when others are fearful. Not too long ago over 20% of membership had a mindset of suffering and the economy being bad. During those times there were hardly any good bids for stores to be purchased at a decent multiple of profitability, mainly because there was very little profitability.

Economy and businesses are highly cyclical. The people who were in bad shape and wanting to sell back then should not become too complacent during this economic uptick, but instead use it to lighten up on their assets. I am not suggesting that all 20% of the members who were suffering last year should sell their businesses but now is the time for them to evaluate their business model and figure out their exit strategy. If they feel that they can employ better operations to sustain themselves through future downturns, then by all means stay in business and grow; but if exit is the answer then the next 12 months provide a great opportunity to find that exit.

I will be talking about this in my next session of "Conversations with the Chairman" in the month of December. Questions which came up at the Town Hall Q&A session and required lengthy responses, ie the ARA building (who owns it and how much, if any, of the building members individually own) as well as how "patronage" is defined in the context of member benefits, will also be clarified in this session...so please join me.

Best Regards,

## *Mehboob "Ali" Husain*

Chairman – Atlanta Retailers Association

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# Operation Holiday Safety

by Sruthy Kuruvilla, Chief Security Consultant



Convenience store robberies account for approximately 6% of all robberies. This may not seem like a large number and the average has historically remained the same, but we have to account for repeat victimization based on location, low security, minimal staff, and large amounts of cash.

According to the Washington Post, retail crime increases by 30% during the holiday season. Numerous factors account for the increase in crime during this time of year: Increase in sales during the holidays means more cash on hand; the stressful nature of the season leads individuals to do things out of the norm; employees get

tunnel vision checking out customer after customer that they are not aware of their surroundings and potential threats.

Security measures should be in place throughout the year but they should get special consideration during the holidays. Atlanta Retailers Association (ARA) has

## Atlanta Retailers Association Security Audit

### LIGHTING

- Are building exteriors, fuel pumps and other critical areas illuminated to recommended levels during hours of darkness?
- Are proper lighting levels maintained at all door and window openings and other vulnerable points, during hours of darkness?
- Are there flood lights in the parking lot illuminating corners, dumpsters, air machine, vacuums, car wash, etc.?
- Are all interior and exterior lights in proper working order?

### DOORS AND WINDOWS

- Are all exterior doors of a metal, metal and glass, or solid core wood design?
- Are all unused doors permanently sealed?
- Is there a policy in place mandating that all doors that are not required to be unlocked during business hours be closed and secured when not in use? Note: All bullet resistant enclosures, and all interior rooms should remain closed and locked.
- Is shrubbery trimmed away from windows to prevent concealment of someone attempting to break in?
- Are unused windows permanently sealed?
- Are accessible windows protected by burglary resistant glazing, security film, heavy screen, or bars wherever possible?
- Are windows obstructed with signs?

### ALARM AND CAMERA

- Is there an active alarm system?
- Are all doors and windows monitored?
- Are motion sensors unobstructed by banner and fixtures?
- Are there motion sensors in all interior rooms?
- Is there a panic button near the cash register?
- Has the alarm been tested within the last 3 months?
- Are all cameras in good working order?
- Are individuals identifiable based on the resolution of cameras?
- Is the perimeter of the building and the perimeter of the property adequately covered by cameras?
- Are the building entrances and exits monitored by cameras?
- Do employees have access to cameras?

### CASH MANAGEMENT

- Is there a drop safe on site?
- Is there a policy limiting cash inside the register?
- Are cash drops made throughout shift?

initiated “Operation Holiday Safety” in an effort to emphasize security and bring it to the forefront of daily operations during the holidays. Operation Holiday Safety has three major areas of concentration for 2015. Cash management, Staffing, and Visibility; more specifically: Keep cash inside the register low, increase staff at closing, and reduce signage while increasing lighting.

#### Cash Management – Reduce Cash Inside Register

A 10-year study of convenience store robberies have found that 80% of potential robberies can be deterred by limiting amounts of money kept inside the cash register. Establish a policy at your business noting the maximum amount of cash which is allowed inside the register. This amount should be lower during the holiday season than what is kept during other times of the year. Communicate this policy to the public by posting signs stating “Cash on hand is limited.”

Provide employees with drop safes which can easily be accessed at the register to drop large bills and make frequent cash drops.

#### Staffing – Increase Staff at Closing

Due to frequent robberies at convenience stores, the State of Florida has mandated that businesses which remain open between the hours of 11pm and 5am to use at least one of the following security measures: Two or more employees, bullet resistant enclosure, private security, or pass through window. Studies conducted after the implementation of this act show a significant drop in robberies. Other States have mandated similar acts requiring multiple employees to work between the hours of 5pm and 5am. Although there are financial considerations to hiring a second employee, rearranging the schedule of existing staff to include stockers, cleaners, and clerks so two employees are available at closing may be an alternative solution.

#### Visibility – Reduce Signage & Increase Lighting

Employees should have optimal view of the interior and exterior of the business. Remove excessive signage or merchandise against front glass so there is unobstructed visibility in and out of the business. Reduce the height of merchandise on sales floor and cash wrap so employees can easily keep track of customers.

Utilize cameras and security mirrors to monitor blind spots. Employees should have access to view all cameras so they can effectively observe all areas outside of their physical range. Replace traditional bulbs with LED lights which are brighter and can provide the member with up to 90% in energy savings. Flood lights can also be installed outside through the power company to illuminate the parking lot.

Operation Holiday Safety is designed to minimize loss while increasing the safety of your employees and customers. Anything that promotes Cash Management, Staffing, and Visibility will only increase the businesses efficiency.



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**Spectrum** BUSINESS

# How POS Technology is Making Life Easier and More Enjoyable for Everyone

By Sheridan Peterson

*Today, people are smarter, better equipped and more connected than ever.*

Think of the everyday business you are running, 20 years ago there was no Smart phones, Google, Facebook, Twitter, Skype or GPS units, .... Today, people are smarter, better equipped and more connected than ever. To prosper, a company needs to place the right items in front of the right customers in the right location at the right time for the right price point with as little waste as possible." We will see how advanced point of sale (POS) technology can enhance every aspect in retail environment.

A retail business runs on accurate information or it won't run well. In its ability to gather and store customer information and selectively retrieve it in hard copy or data reporting, POS technology can help isolate existing customer groups based on an almost infinite variety of business-dictated parameters in hundreds of ways.

Accurate data based on criteria such as: location, sales history in dollar amounts, items bought, time of year, price range, items favored, popular styles, sizes, colors, brands, etc. can help determine trends in real time.

This can give a retailer insight into what to have on hand in what store when, in what quantity, what sizes, colors, etc., and to target specific buying habits. This is a cost effective method of increasing sales. One can also generate automatic purchase orders to vendors.

The ability to use a POS system to flip from store to store with a few keystrokes, tracking sales, inventory, employee activity, shipping and receiving, and many other indicators in real time from a remote



location permits realistic management of multi-store operations. By knowing which stores may be over and understaffed at any particular time, a manager can shift employees to fill gaps thus reducing customer wait-time, and result in frustration.

Since it costs five times as much to acquire a new customer than to retain an existing one (and dissatisfied customers so often keep silent, vote with their feet (by going elsewhere), and or complain to their friends and family). we must pay very close attention to customer relations and do everything possible to make a customer's experience as positive as possible.

Inventory control and tracking can help

a retailer certain on what's on hand, with a couple of keystrokes the desired item is available at another store and can be speedily shipped. This gives retailer flexibility in having merchandise shipped to where it will do the most good, and to set up special orders for out of stock items or custom orders in exact detail and guaranteed time of arrival. This is one more chance for a retailer to demonstrate that his customers are his first concern.

If your intention is to keep your store at a minimum, then a cash register might work for you, but if your goal is to start the business right with the help of a POS system because it might get you to where you want to be in the future. Your store requires a lot of cash, and credit card transactions, this is



the reason in having a point of sale or POS system can be a very important asset for your company.

A POS system is a devoted software and computer hardware that allows employees or the management to ring up purchases of customers, inventory tracking, accepting credit card transactions, transmitting food orders directly to the kitchen and cash register, and generating sales, among others.

### **Inventory Management**

Data gathered by efficient use of POS trend tracking, inventory control and integration with vendor data exchange can insure that hot selling items are always on hand. If a shopper doesn't find a hot item he wants, he's likely to go elsewhere.

For business owners, one of the important advantages of having a POS system is the ability to immediately get an instant, accurate assessment of the store's inventory. Every time a customer checks out their purchase, the item will be automatically deducted from the inventory list which is maintained on the system's hard drive. There are POS systems that even allow the business owner or the management to set an alarm to inform them if they are running out of stock for a given item.

### **Look Up Past Transactions**

Some POS systems also have a feature which tells the manager both the recent price they paid for an item to be re-ordered, as well as the average price they have paid for it in the past. Having this kind of feature in your POS system will allow you to negotiate with your supplier, ensuring that you always get the best deal from them.

### **Generate Reports**

After every workday, managers can run a report of the transaction made the whole day using the POS system if they wish to do so. They may even track inventory on a yearly basis which will make it feasible for them to compare the year's orders from the previous year. By doing so, the management or business owner can anticipate where they would like the business to be – let's say in a few months' time. Having a POS system that automatically tracks your inventory for you is a huge benefit because you will not only save on hiring too many stocks personnel, it will also save you and your employees time in monitoring your stocks.

### **Customer Relationship and Satisfaction**

In addition to the tracking benefit from having a POS system, a more multifaceted POS system will let managers know who

their best customers are and what they specifically like from the store. With this type of feature, business owners can advise their customers should a new shipment arrive for the product that they like or they can tell them about promotional offers that include the products that they usually purchase.

The POS system can also help business owners with their customer service management. The customer service systems work with the POS systems and they are designed to capture information about customers and provide feedback to modify a marketing plan that can specifically address a customer's need. The systems helps build customer loyalty by giving knowledge to the management of what the customer wants, at the same time reminding the customer as to why they bought from you before.

Confusion is the enemy. Fast accurate and properly prioritized data is an ally. POS technology can do much to make competitors take notice.

Layer on layer, every feature of a good POS system can increase customer satisfaction and the potential for prosperity of a retail operation.

# The Importance of Maintaining High Store Cleanliness Standards

The standards of housekeeping and cleanliness that are evident in your store are becoming increasingly important factors in attracting and keeping your customers, because they recognize that you are in the food business, selling them snacks, treats and other food products that they are going to consume themselves or with their friends or family.

Ask yourself if they would patronize a restaurant that had dirty floors, tables, or dishes. If not, why should they continue to shop at any food store that had poor standards of cleanliness, particularly when there are an increasing number of good shopping alternatives?

Maintaining high standards of cleanliness and housekeeping in a convenience store is not an easy task. It is something that has to be worked on continually by all members of the store staff, but when done right it is something that can set you apart from many of your competitors.

## **The Outside:**

Cleanliness and housekeeping starts on the outside of the store with a clean and well maintained lot that is attractive and free from litter. An attractive outside



includes a front door that is clean, garbage cans that are in good condition and not overflowing, sidewalks that are clean and steam cleaned on occasion, windows that are clean and free from damaged, faded and out-dated signs and posters, and a building exterior that looks like you care.

Remember that outside of your store is your first opportunity to create a good impression, so you need to take the time to

look at it through your customer's eyes and ask yourself; "If I were a customer does this look like a store where I would want to shop?"

## **The Inside:**

Are the floors clean and frequently mopped, are there mats in place for customers to clean their feet, are the aisles free from litter and displays, and are all the lights in good working order?

Is the transaction area clean, organized and uncluttered and do the customers have lots of room to pay for their purchases?

Are the products in good condition, clean and free from dust and dirt? Have damaged and outdated products and boxes been removed from the shelves and are the shelves clean, full and front-faced?

If you have coffee / food counters, do the counters look like they have been recently wiped clean or are they sticky and messy?



*Ask yourself:  
"If I were a  
customer, does  
this look like a  
store where I  
would want  
to shop?"*

Is the equipment clean and shiny or does it look grungy and dirty? If there is fresh food, does it look attractive and appetizing?

Around the store are there old, outdated and damaged signs and displays, is there equipment that is not working properly, and are the washrooms clean, bright, and stocked with the necessary supplies?

Are the staff members neat and clean, in uniform with good personal hygiene, and do they look and act as professionals?

In short, if you put on your “customers hat” is this a store where you can buy food and feel confident in its quality and freshness and where it appears that the operator cares about the quality of the products they are selling?

Maintaining high standards of cleanliness and housekeeping is an on-going and never ending job, and will only happen if you have a detailed schedule of the tasks that need to be done hourly, each shift, each day, each week, and each



month, and that they are assigned to specific staff to complete. In addition, every staff member has to understand

*Maintaining high standards of cleanliness and housekeeping is an on-going and never ending job...*

the importance of maintaining these high standards each and every day. Your customers will notice and appreciate it!

## HOST A RECYCLER

### ABOUT ATRS

American Textile Recycling Service, Inc. is the nation's fastest growing textile recycling company.

ATRS provides free public recycling solutions for unwanted clothing, shoes, toys and household items. We make recycling easy and convenient.

ATRS has donated approximately \$4M to worthy charities and 501(c)3 organizations in local communities.

Since 2001, ATRS has kept over 150 million pounds of textile waste out of municipal waste streams and landfills in Texas, Arizona, Colorado, Michigan, Georgia, Oklahoma, Florida, Tennessee and California. We are your neighborhood recycler!



### ATRS Atlanta

1540 Westfork Dr., Ste.101  
Lithia Springs, GA 30122  
24-Hour Hotline 866.900.9308  
[Facebook.com/ATRSCorp](http://Facebook.com/ATRSCorp)

## EARN EXTRA REVENUE

### ALL IT TAKES IS FIVE SQUARE FEET



An ATRS textile recycler occupies 5 square feet of space. It is an easy, convenient drop and drive destination that provides positive repeat traffic to your property.

ATRS provides full liability insurance and adheres to Secondary Materials and Recycled Textiles SMART Industry Code of Conduct. Our recyclers are serviced daily. We are always available on our ATRS 24-hour Hotline to answer any questions that arise.

Become part of a growing industry that provides 100,000's of jobs worldwide. Help local charities in the community and actively protect the environment where we live, work and play.



## OUR PROMISE TO YOU

- Maintain distinctive ATRS recyclers with clear signage.
- Service recyclers daily.
- Keep area around recycler clean from all debris.
- Proprietary safety chute design is secure and theft deterrent.
- Carry full liability insurance of \$4,000,000 per recycler.
- Respond to questions through the ATRS 24-hour hotline posted on every recycler.
- Market and promote your destination.



**Recycling Center**  
Clothing & Shoe

Learn more:  
<http://atrscorp.com/services/host-a-recycler/>  
Email us: [host@atrsonline.com](mailto:host@atrsonline.com)

# Town Hall Meeting Offered Many Opportunities to Increase Profits

On a cold and rainy November day, ARA members braved the elements to attend the Town Hall Meeting, held at the Westin Atlanta Perimeter North. Their cold spirits were promptly revived with an assorted array of warm beverages and snacks.

The meeting began promptly with welcoming remarks by Hon. Secretary Alnoor Kassam, who thanked the members for arriving on time and spent a few minutes preparing them for an information packed afternoon.

Emcee Farhaan Sayani, one of ARA's 3 Member Support Representatives, invited the first speaker to the stage; Altaf Noormohmad, who, in addition to being a well-known community leader, is also an

executive officer at the venture capital firm, Sarina Capital. Mr. Noormohmad began his talk about the importance of saving for retirement by discussing the reasons most people give for not doing so. Among them are lack of money to invest, lack of knowledge about stocks, and hence a fear of the risks associated with the market, lack of trust in stock brokers, and expectation of high fees as a result of investing without knowledge.

He shared a chart with the members showing the value of a single dollar invested in the stock market vs kept as cash in hand. From 1900-2014, according to market statistics, that \$1 would have grown into almost \$1400 if invested in the stock market due to market gains and compounding. Paradoxically, the \$1 kept in hand would be worth less than 10 cents when taking inflation into consideration. He concluded by

mentioning our leader's concern for the community being able to live comfortably and in good health as they age, and suggested that compounding of consistent savings is one of the best vehicles to achieve our leader's vision, having earlier dubbed it "The 8th wonder of the world."

Chairman Mehboob Ali Husain then came to the podium and announced the launch of ARA's Retirement Savings Plan. This will be the most cost intensive project that ARA has taken on its entire history. Among the many advantages that this program will give ARA members, is the ability to open an account free of charge, no annual fees, only \$100 minimum investment required to start, which ARA

will actually provide for each member that signs up. Additionally, to address the lack of knowledge in how to begin investing in the stock market, as mentioned by Mr. Noormohmad, ARA will hold workshops of 50 members each, where the members will be taught how to create and setup their accounts by volunteers. The chairman made it very clear that the volunteers will only guide members on how to get accounts

open, set up, and show them how to access various features, but will not assume any fiduciary responsibility, for example, by offering advice on how members should allocate their funds. The platform that will be used for such inquiries is Charles Schwab's Robo-Advisor, which will create a guideline for members on investment allocation according to their level of risk tolerance. Initially there will only be a few selections that members will be able to make for investing their



## *Investing early, investing regularly, and investing patiently (even in down markets) are the keys to smart investing.*

money, but as accounts grow to \$5000 or more, the program will be more tailored, via a series of questions, to the investment objectives of the members and how much risk they are willing to take long term or short term. The ARA board strongly hopes that members will take advantage of this opportunity and begin making retirement savings a priority, even supplementing with their own savings.

Chairman Husain then announced the launch of another project that's targeted to improve members' profits by increasing the efficiency of their daily operations. This project is called Back Office Software, or BOS for short. The software will use preprogrammed algorithms to calculate inventory, pricing, fuel pricing and daily logs. Because ARA will be paying the software subscription for all participating stores throughout 2016, the only thing the members will have to do is provide the equipment, agree to the gathering of velocity data, and do their part in fulfilling two basic requirements: maintaining clean restrooms and ensuring all employees wear approved uniforms. As in the retirement savings plan, there will be someone to "hold members hands" as they learn to use the software, and troubleshoot any issues that members face. In addition to that, there will be workshops offered to familiarize participating members with the software and how to take maximum benefit from it. The BOS program, by increasing profits, will cycle back to the first project, by enabling members to contribute more to their retirement savings plans.

The next speaker was Shafiq Jadavji of Principal Financial Group. Mr. Jadavji spoke about the tax advantages of maxing out Roth IRAs when saving for retirement, before investing in traditional IRAs, giving examples of how the investment and earnings on both methods would be taxed. He then went on to present several real life examples of compounding interest. In one example a person that saved \$5000 annually only from age 25-35(a total of \$50,000) ended up with more money at age 65 than that of a person who began saving the same amount annually, beginning at age 35, for 30 years, even though the person who began at age 35 had invested a total of \$150,000. Investing early, investing regularly, and investing patiently (even in down markets) are the keys to smart investing. After hearing



many such examples of compounding, one member remarked "The concept is so simple, I feel we were stupid not to start much earlier. We could really have saved so much more for our children and our retirement. But at least now we know and can start saving early for our grandchildren. I am so glad that I came and learned this."

After Mr. Jadavji's very motivational presentation, the President of the Council for The Southeastern United States delivered some short remarks on making smart choices with what we do with the hours we have left over after subtracting work, rest and personal care time. He spoke about giving our families life experiences that would engage the whole family in community building, not just the local or national community but the global community. He concluded by suggesting that we take a hard look at whether we are spending our most precious resources, time and money, on lifestyle or life experiences.

Mr. Amyn Alidina, Chairman of the Economic Planning Board shared information with members on the current state of the economy, housing trends, and what the forecast is for the near and far future. He suggested some guidelines for the members to keep in mind when determining how much of their income should be allocated to housing, consumables, and savings. Lastly Mr. Alidina spoke about the EPB's efforts to empower women to contribute to the family income. One such effort involved teaching women the art of making gift baskets for sale. Members were asked to support these women in their new efforts by purchasing baskets displayed in the lobby for friends, colleagues, and corporate gifts.

During the short intermission , there was a flurry of activity in the lobby with members signing up for Retirement Savings Plans, Networking with the presenting speakers, viewing demonstrations of the BOS, purchasing gift baskets, and of course, picking up lunches. The atmosphere was one of hope and excitement. One member of the Economic Planning Board remarked "The ARA continues to provide excellent leadership by creating and implementing well thought out projects that lead to significant improvements for their members, and consequently, the community."



*(continued on next page)*



As members reassembled in the conference hall with their hot boxed lunches, they were entertained by the stand-up comedy of Zain Shariff. This was followed by a presentation by Director Firoz Narsidani, who provided details of the BOS. He began by asking members what the prices of some standard c-store items, like candy bars are. In the responses there was a discrepancy from the suggested rack price by a nickel or dime. He pointed out that those few cents add up when multiplied by the number of customers purchasing many items with also the same price discrepancy. Videos were presented by ARA's marketing consultant Sheridan Peterson in which customers left angrily due to improper pricing on items by the cashier. One



advantage of The Modisoft BOS is that it comes preset with pricing for 5000 items routinely sold in C-stores...these can be changed by the member if desired, but will remain in the system for easy scanning. One woman in the audience quietly quipped, "Good - Maybe if my husband doesn't have to remember all those prices anymore he will remember our anniversary!"

Mr. Narsidani and Mr. Peterson continued to share many more examples of challenges faced by c-store owners and how the BOS helps members overcome those challenges, everything from streamlining the tedious paperwork of fuel reconciliations, lottery inventory, banking and accounting to remotely monitoring the store



on a tablet or smartphone, allowing members more time to spend with their families.

Julie Barker, an attorney for the GA Lottery shared some updates in COAM laws, from reporting requirements to fines associated with various discrepancies. She repeatedly stressed that operators should be very diligent with their log books and recordkeeping, and stay proactive in implementing any new changes. If there are questions about anything, they should be asked- to the lottery commissioners, to lottery attorneys, to people that work in enforcing COAM laws, because not knowing is no longer an acceptable excuse, and your peers or vendors aren't always the best source for up to date information.

A Q&A session led by director Karim Thobhani with a panel of experts from Modisoft, Julie Barker, Financial Specialists, and ARA BOD concluded the very informational meeting.





## MONSTER ENERGY & ARA – DRIVING GROWTH



### PURPOSE:

To GROW sales of the entire Monster portfolio of brands during Sept-Dec. 2015. Prizes award by month as shown.

### HOW IT WORKS:

Winning ARA Members will be selected from stores with the highest percentage increase versus the same period last year.

### PRIZES:

Prizes can be seen on the next pages. ARA will receive all prizes and will award them based on data supplied by Monster and Coca-Cola.

### HOW TO WIN:

Members will get one “electronic entry” towards randomly awarded prizes based on...



**SEPT** Top 10- highest % increase vs 2014 on all Monster products

**OCT** Top 10 - highest % increase on Monster Rehab products

**NOV** Top 10- highest % increase on Muscle Monster products

**DEC** Top 10- highest % increase on Java Monster products

One entry each month per member who has purchased at least one case of each of these products: Monster Ultra Citron; Ultra Sunrise, Rehab Peach; Rehab Raspberry; Pipeline Punch, Ultra Black, and Muscle Monster Banana

## DECEMBER- JAVA MONSTER FOCUS

2- Monster Limited Edition Skateboard Deck  
MSRP- \$40.00

2- Monster Edition- Fender Guitars  
\$300 MSRP

1- Monster Limited Edition Monster Jam remote control Truck  
MSRP - \$400

- Monster Edition- Go Pro Hi-Def Cameras  
\$450 MSRP

1- Monster Edition Bob Marley Sound Box  
\$300 MSRP

PLUS ONE OF  
25 MONSTER T-SHIRTS

Photos are representative and may not exactly match the prizes won

# December Promotions



Ask your Pepsi sales rep about the membership incentive



Look Who's Back.  
**Georgia Loves DEW!**  
16oz Cans  
**\$ .99**  
All Flavors

Real Sugar  
Cherry Pepsi  
Buy 1 get the  
2<sup>nd</sup> for \$1



**13.7oz  
2/\$4**

Mist / Schweppes 2-Liters  
**2 for \$3.33**



**16oz Cans \$ .99 All Flavors**



## December Gatorade Programs



28oz  
Gatorade  
2 / \$4.00  
Singles \$2.19



Gatorade 20oz

2/\$2



Recover Protein Bar

2/\$3



# ARA FLASH

Date	Day	Time	Description	Location
Dec 10	Thurs	6pm-9pm	Seminar on Social Security	ARA Office
TBA			Conversations with the Chairman	ARA Office

**ATTORNEY CONSULTATION:** Free attorney consultation on December 17, 2015 from 2 to 6pm at the ARA office.

Social security seminar will review important changes coming in 2016 and how they impact you.

Among the topics to be discussed are:

- No COL adjustment payment increase.
- Stagnant tax cap.

- Earnings limit unchanged.
- Existing beneficiaries protected from Medicare premium increase.
- Maximum possible benefit declines.
- More online services.
- Longer office hours.

## ARA SPANNER BOARD

December 1, 2015-January 15, 2016



## D'veine Gifts HOLIDAY EDITION

FIRESIDE TREATS \$25

MISTLETOE \$70



SWEET TOOTH \$45



CHRISTMAS WISH \$85



SNACK HEAVEN  
\$30



MOVIE NIGHTS \$20

Email: [orders@dvinegiftsga.com](mailto:orders@dvinegiftsga.com)  
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Contact: 678-978-0266

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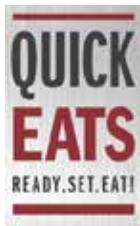
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**DISCLAIMER:** Items in gift baskets are  
subject to availability. Product received may  
be slightly different; any items  
substituted will be within the same category  
and price range.

A portion of the proceeds from the sale  
of these products goes to  
Atlanta Retailers Foundation,  
a foundation of  
Atlanta Retailers Association.



# Quick Eats Bites

New Convection oven and warmer foodservice solution

- High quality industrial convection oven for easy cooking
- Small footprint warmer to maximize counter space

Program partnership is exclusive with Tyson, Bosco Sticks, Jimmy Dean, Big Az, and State Fair

Offered to stores for \$300



19"W x 18"D x 14 1/4" H



Call your Core-Mark Rep for details today!



## PROTECT YOURSELF

**BY INSTALLING  
BULLET RESISTANT GLASS**  
**CONVENIENCE STORES • RETAIL STORES**  
**CHECK CASHING • RECEPTION AREA**  
**TRANSACTION AREA**



Shahid Shafqat  
404.219.6777



### FM MAINTENANCE

<b>LEVEL 1</b> M.P.S.A	Medium Power (.9mm)	<b>LEVEL 2</b> H.P.S.A	High Power (.357 Magnum)	<b>LEVEL 3</b> S.P.S.A	Super Power (.44 Magnum)

**WE BUILD NEW SALES COUNTERS,  
REMODEL ENTIRE STORES**

Providing cost-effective  
dispensing equipment and the  
best trained technicians  
in the industry.



### We Provide:

- Equipment Installation, Maintenance & Repair
- Meter Calibration Services
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- Fuel Dispensing & POS Systems
- Fleet Fueling Dispensers & Fuel Management Systems
- Certified Service Technicians available 24/7
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## Sales & Profit Driving Initiatives DECEMBER 2015



Execute the 2 Spanner Board Promotions below and drive your  
Immediate Consumption sales and profit  
Effective from 12/01 to 1/15/16



### **20oz Coke Core Brands**

**Offer your consumers a great value on 20oz Coke brands when they buy 1 at regular price they get the second for only \$1.**

**Buy 1 Get 1 For \$1**

**Buy one 20oz bottle at regular price Get 2<sup>nd</sup> for \$1**

### **SURGE 16oz CAN**



**SURGE** is the beloved citrus brand, brought back to fuel a familiar rush of taste from back in the day due to popular demand. It is the bolder citrus soda that day.



# Sales & Profit Driving Initiatives

## DECEMBER 2015



Finish the year strong with these great promotions

**INSTANT AHH**

16oz Bottle  
**2 for \$2.22**

©2015 The Coca-Cola Company.  
ARA

PICK YOUR FLAVOR

**2/\$2**

plus tax, deposits and CRV where applicable  
On select 20 oz Coca-Cola products\*  
\*See retailer for participating products.

TASTE THE FLAVOR OF HOME  
MADE IN MEXICO

12oz Bottles  
**\$1.49**

16oz Bottles

20oz Flavors

12oz Bottles

**MIX & MATCH**

**ANY 2 for \$2.50**

vitamin water 20 fl.oz. smartwater 700 ml fruitwater 16.9 fl.oz.

**16oz**  
**2/\$3**  
plus tax, deposits and CRV where applicable  
or one at single price

Coca-Cola open happiness\*

**2 for \$2**  
Save \$0.58 when you buy 2  
OR  
\$1.29 for single 1.25 Liter  
of any Coca-Cola® product

©2015 The Coca-Cola Company.  
ARA

700ml smartwater  
20oz vitaminwater  
16.9oz fruitwater

**16oz NOS &  
Full Throttle**

**1.25L Bottles**



**First Data.**  
Authorized Partner

## Take EBT with CREDIT for LESS

Ignite Payments SmartBizPay  
A proud ARA Preferred Vendor

### New EBT Account setup document list:

Circle one: EBT only      EBT & Credit Card processing

Email: [ARAEBT@SmartBizPay.com](mailto:ARAEBT@SmartBizPay.com) or FAX: 1- 866-902-8560

Please FAX or EMAIL the following information to begin the process:

- ARA Member Number
- Corporation Name and 9 digit Federal Tax ID (EIN) number
- DBA/Store Name, Physical address, phone number, email address
- Copy of Business Void Check
- Copy of Driver's license of the owner
- Name and home address of the owner
- Date of Birth, Driver's License #, Expiration Date
- Social Security Number and Cell Phone number for the owner
- Copy of USDA permit with FNS # assigned to the store

By sending these docs you are authorizing us to initiate account setup process. Once we receive all the documents, it takes 3 to 5 business days to complete the account setup. The terminal and pin pad with simple plug-n-play operation will be programmed and shipped to the store address on file. Cancel service any time by calling (404) 806-5871 for a shipping label to return the Equipment.

Please feel free to call our office at (404) 806-5871 or (877) 663-5033.



## ARA & Royal Cup Coffee

We can grow together!



### The Royal Cup Program will:

- Position you to better compete with QT, Race Trac and BP.
- Provide an upscale /improved coffee.
- Supply POS materials to enhance the coffee area.
- Develop the ARA group as a Brand in the Atlanta market.

To sign up please call 800-366-5836

Be sure to tell our Customer Service Representative;

- That you're a member of ARA
- Your name
- Your Phone Number to be reached
- Complete address



Your information will be immediately forwarded to the Royal Cup ARA Representative.  
We will contact you within 24 hours to get an appointment.

8 0 0 • 3 6 6 • 5 8 3 6

We are passionate about the business

We are committed to our Customers.  
Come see for yourself.

**Atlanta**  
Eric Meyer  
4820 North Church Ln.  
Smyrna GA 30080  
(404) 792-2000

Whether you are an independent retailer or a part of a national chain, Core-Mark offers each of its customers valuable customized solutions and services designed to help you grow your business.

We offer resources to help drive sales and profits:

- Product Trends & Optimized Offering
- Regional Demographics
- Space Rationalization
- Data Analysis & Competitive Comparison

We are committed to providing superior customer service while delivering quality products and value-added resources to our customer.

Want fresh?  
Count on us.™

Share the

Maximize sales & profits by stocking your freezer with these top performers from Unilever Ice Cream



SLIN: 019057



SLIN: 0190081

SLIN: 0190019



SLIN: 0190003



SLIN: 0190472



SLIN: 0190001



SLIN: 0190239

**UNILEVER ICE CREAM OUT-OF-HOME**

To order these important brands for your stores, please contact:  
Melody Woyer  
770-424-8851  
[sales.hottline@premiumdistributors.com](mailto:sales.hottline@premiumdistributors.com)



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# December PROMOTIONS



or



**XL Lays 2/\$6**

7.75 OZ-8OZ

**2/\$7** Reg \$4.29

**\$ .99 Reg \$1.49**



**DEC PPW**

SMARTFOOD,  
MUNCHIES, CJ  
SUNCHIPS



**DEC – PREMIUM NUT  
SHIPPER**



**Atlanta Retailers Association**  
**2055 North Brown Road, Suite #200**  
**Lawrenceville, GA 30043**



## DECEMBER DEAL DASH!

Need some extra dough for your year end purchases? Dash into Platinum FCU during December to take advantage of these great deals on loans\*:

- **New Auto Loans with rates as low as 1.75% APR\*\***
- **Signature/Personal Loans with rates as low as 6.99% APR\*\***
- **Flexible terms**
- **Quick and easy approvals**

Dash in or visit us at [platinumfcu.org](http://platinumfcu.org) anytime between December 1 and December 31, 2015 to apply for your December deal and dough!



**Platinum**  
Federal Credit Union

Toll Free: 1-877-PPCU4YOU (732-8496)  
Phone: 404-297-9797  
Email: [Membservice@platinumfcu.org](mailto:Membservice@platinumfcu.org)



**Decatur Branch**  
1059 Mistletoe Road  
Decatur, GA 30033

**Alabama Branch**  
2801 John Hawkins Pkwy.  
Suite 153 N  
Hoover, AL 35244

**Sugarloaf Branch**  
2035 Sugarloaf Circle  
Duluth, GA 30097

**Orlando Branch**  
7041 Grand National Dr.  
Suite 201  
Orlando, FL 32819

**Lilburn Branch**  
4794 Lawrenceville Hwy NW  
Lilburn, GA 30047



\*All loans subject to credit approval. Some restrictions apply.

\*\*Annual Percentage Rate.