

Formula For Success

DEBIT HITS PER DAY = daily foot traffic _____ X _____ %

Research shows that **3% to 5%** of daily store traffic will use the POB terminal.

SURCHARGE REVENUE:

_____ hits per day X \$ _____ net surcharge = \$ _____ daily surcharge revenue

\$ _____ daily surcharge revenue X _____ days open per month = \$ _____ gross surcharge revenue. (6 days/week = 26 days/month, 7 days/week = 30 days/month).

PROFIT INCREASE:

_____ hits per day X \$ _____ avg. transaction = \$ _____ dispensed daily in store.
(Average transaction size nationwide: \$45 for cash ATM's, \$30 for Point of Banking Terminals)

_____ % X \$ _____ cash dispensed daily = \$ _____ spent in store daily.
(% of cash spent immediately: 25% for cash ATM's, 40% for Point of Banking Terminals)

\$ _____ spent in store daily X _____ % profit margin = \$ _____ net daily profit.

\$ _____ net daily profit increase X _____ days open per month = \$ _____ gross profit increase. (6 days/week = 26 days/month, 7 days/week = 30 days/month).

REVENUE SUMMARY:

Monthly Surcharge Revenue: _____

Plus...**Monthly Profit Increase:** + _____

Less...monthly lease: - _____

Less...monthly telephone expense: - _____

Less...monthly maintenance fees: - _____

Equals **Monthly Net Revenue:** = _____