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*Cash Plus, Inc. Franchise Referral Trifold
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This sample is a brochure intended to be used as a “first contact” piece introducing the Cash Plus franchise opportunity to prospective franchisees. Intended users are existing Cash Plus franchisees and business brokers.



...we think
we've created
the near-perfect
franchise
business.
see why.

If what you've learned so far makes you think a Cash Plus franchise might be your kind of business, the next step is a simple phone call. We'll talk about your business and personal objectives and where you want to go in life. We'll tell you what information we'll provide and what you'll need to provide us. We'll also lay out the various steps in the selection process, like Discovery Day where you'll meet our executives and support team, visit one or more operating stores and have a chance to ask questions.

Our no-nonsense approach allows you to get all the information you need to make an informed decision. And it allows us to mutually assess if we're compatible and want to take the next step.

The process all starts with a free phone call...one that might just open the door to a near-perfect future. It's up to you.

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Curious about the diamond in the pictures? According to the American Gem Society, it's also pretty close to perfection. It fits the AGS000 criteria for polish, symmetry and proportion.

there is
no perfect
diamond



and there is
no perfect
business.
but...

a very brief introduction to the cash plus franchise

A Cash Plus franchise is a near-perfect* business for people who don't want to deal with stocking shelves, or managing inventories, or product spoilage, or getting greasy hands, or health department inspectors, or having to be open in the wee small hours. It's a business that makes so much business sense that a number of our franchisees have opened multiple stores.

WHAT WE SELL

Our business is built around a no-nonsense product that never goes out of style. Money. We serve the millions of people who have been ignored and abandoned by traditional financial institutions. We cash checks, make payday loans, sell money orders and wire transfers and provide a range of other convenience services.

CUSTOMERS: OUR LIFEblood

Cash Plus is a business for people who understand that customers are the real "secret" of success. Getting customers, treating customers like kings and queens, keeping them coming back and getting more customers. Sounds simple, doesn't it? Tools like our *Front-Line Marketing* video training series make it even simpler.

Everything from our logo to our pioneering, bank-like store interior to our "kings and queens" customer service strategy is designed to help you attract and keep customers and grow your business.



We think you'll be surprised how simple a Cash Plus business is to start, build and operate when you follow our systems.

THE SYSTEMS PICTURE

Systems make the difference...and nobody in the industry can top our systems. Our *Pump Up the Profits* program is just one example. We continually invest in building and improving the comprehensive systems and the quality brand that make Cash Plus an easy to run business. We think of our systems and our brand as key parts of our blueprint for success, but it's a blueprint that goes a lot farther than systems. It even goes beyond training, ongoing support and marketing...to citizenship.

CORPORATE CITIZENSHIP

We take corporate citizenship seriously. That's why we created BravoKids®, a special charitable initiative that helps children. Our view of corporate citizenship also means giving back to the communities where we do business. So we've made charitable donations an integral part of our exclusive Cashway Sweepstakes™ program. It's good for our communities, it's good for our brand and it's good for our stores.



Whether for a new product, a video training program or a charitable initiative, our systems are built around sound strategy. They're also practical and easy-to-use. And in today's world, great systems are always evolving with the times.

Now it's time to tell you a little about the owners of Cash Plus franchises. We think of them collectively as the Cash Plus family, but also as our MICs: Most Important Customers.

OUR DIVERSE FAMILY

First, you should know that they come from all sorts of different business and professional backgrounds. Some have made the jump from corporate environments, where they were executives or managers. Some have financial industry backgrounds, but most don't. For some, Cash Plus is their first business. Others have owned other types of businesses...including some very well-known franchises.

COMMITMENT

A common thread amid this diversity is a strong commitment to being successful. If you'd like to learn more about joining our Cash Plus family, read the next steps on the reverse side and make the call. It might be the smartest call of your life.



Our powerful brand-centric marketing programs are part of our overall strategy for attracting and keeping customers. Our private Franchisee Only Zone website is loaded with a huge quantity of high quality marketing tools, operational tools and other resources.