

## **TIME IS MONEY! MAKING THE MOST OF YOURS??**

### *Integration of CheckMaster and CashPass Card Technology Gives You the Edge*

While set up in separate booths at a recent trade show, the folks at Data Age Business Systems, makers of CheckMaster, and those representing the CashPass Network got to talking. While describing their successful products and services, the light bulb went off! What about integrating CheckMaster with the CashPass Card? The result has created a buzz in the check-cashing world among business owners who want a fast, one-step way to cash checks without having to carry loads of cash or invest in costly security measures.

### **HOW DOES IT WORK?**

The customer comes into your store with a check. You scan the check and the appropriate information is automatically entered into the system. CheckMaster then exchanges that information with the CashPass Network, makers of the CashPass Card. Within seconds, you are able to give the customer the money on a CashPass Card, a pre-paid debit MasterCard. Users can get cash, buy gas and use the card anywhere MasterCard is accepted. The CashPass Card looks like any other credit or debit card and is FDIC insured protecting the customer for up to \$100,000. The CashPass Card also provides a sense of self-esteem for customers now able to access all the benefits of credit and debit cards.

### **CASHPASS CARD VS. CASH**

“Our customers prefer the CashPass Card over cash,” says Brad Rixmann, Owner and Founder of Pawn America and Payday America. “The card gives them options they don’t get with cash like the ability to buy plane tickets, rent a car, reserve a hotel room or order flowers for delivery over the phone,” Rixmann explains.

Before the integration of CheckMaster and the CashPass Card, check cashers spent a significant amount of time entering the customer’s information into both systems. Without dual entry, the transaction takes half the time and half the work. As well, check-cashers who use the CashPass Card do not need to keep large amounts of cash on hand. Check cashers save money on the security measures to protect that cash, which opens the door for investment in additional operations.

### **ADDITIONAL BENEFITS OF INTEGRATION**

CheckMaster also provides ACH or Automatic Clearing House technology which allows payday lenders to do away with the hassles and delays of postmarked checks. Instead, the customer signs a form authorizing the check casher to take money out of their account. Then, on the agreed upon date, the check casher can immediately withdrawal the funds instead of waiting several days for the check to clear.

The CheckMaster product also offers a complete point of sale front end with a fully-featured inventory control system designed for any retail company cashing checks. In fact, CheckMaster is the only program offering a unique, tailored program to Liquor Store owners who also provide check-cashing services.

<Continued>

“We were able to create a customized program for a liquor store owner who wanted to sell merchandise, cash checks and manage their specific beverage inventory all in one transaction,” says John Miller, Vice President of Sales and Marketing for Data Age Business Systems. “The owner had searched three years for a program like this. We went ahead and customized it for him,” Miller adds.

**DATA AGE BUSINESS SYSTEMS-CHECKMASTER**

Along with customized solutions and products, Data Age is proud to report an 18 year history which serves as evidence of the company’s strong commitment to its customers. Another prime example is Data Age’s extensive conversion process of all products from a DOS based system to a full Windows-based platform. The conversion allows Data Age to offer one of the only Windows-based software programs with one integrated solution for pawning, title loan, check cashing and payday loans.

**THE CASHPASS NETWORK-CASHPASS CARD**

The CashPass Network and CashPass Card are also on the cutting edge of check-cashing technology allowing distributors countless benefits including a safe alternative to cash. As well, initial setup, training and professional marketing materials are provided at no cost. The CashPass Network works with you to determine the best price point for cardholder fees to facilitate higher response rates from your customer base and allow your business more flexibility in earning commissions.

**TO LEARN MORE:**

**Data Age Business Systems, Inc.**

**(888)949-7296**

**[sales@dataage.com](mailto:sales@dataage.com)**

**Cashpass Network**

**(877)-505-6600**

**[sales@cashpass.com](mailto:sales@cashpass.com)**