

H.AVE! business benefits

- Encourages more Harper Avenue shopping
- Keeps shopping dollars in St. Clair Shores
- Attracts new customers to the community
- Increases revenue amongst businesses
- Eliminates paper-based certificates and unnecessary manual transactions
- Customer rewards help make your business the destination of choice
- A dedicated website will list all participating merchants. "H.AVE!" business members will be directly linked to: www.havenue.net
- Outdoor banners will promote H.AVE! membership recognition and brand equity
- "We H.AVE! it in store" window decals will indicate your membership status to customer foot and street traffic

program specifics

The gotta H.AVE! program consists of:
1. a rewards card and 2. gift cards. Both cards are able to be used at all participating "H.AVE!" merchants. The program works though your credit card terminal.

- Just swipe the gift or the rewards card, and the program does the rest
- Once a month, each merchant is debited and/or credited respectively for gift card and reward card transactions
- The H.AVE! program has one central "pooled funding account" managed by First State Bank on Harper Avenue
- All participating merchants receive a monthly statement of their activity
- All participating merchants can print out full reports of their daily activity right from their terminal



H.AVE! YOU SEEN WHAT'S IN STORE?™

The gotta H.AVE! gift and rewards card™ program has been developed to benefit Harper Avenue and the surrounding St. Clair Shores' merchants by bringing in more business, building customer loyalty, and creating a progressive shopping and destination district.



use the gotta H.AVE! gift and rewards card™ program to bring in more business and build consumer loyalty

The new H.AVE! brand identity attracts customer attention and brings recognition to Harper Avenue as a shopping destination. The gotta H.AVE! gift and rewards card program encourages customers to spend money in St. Clair Shores, supporting repeat business.

easy and versatile merchant set up

- **Step one:** Call 248.277.3333 or go to www.havenue.net, click on H.AVE! rewards and fill out a simple one page gotta H.AVE! information form
- **Step two:** If you want to take advantage of the city of St. Clair Shores preferred rate program for credit card processing, fax two months of your most recent monthly processing statements to 888.652.4004
- **Step three:** A Deezers consultant will come to your location at your convenience to discuss your gotta H.AVE! options. You will then receive a complete rate review analysis comparing your current rates to the city's preferred rate schedule; available to all "H.AVE"! participants

**H.AVE! YOU SET UP
AN APPOINTMENT
WITH DEEZERS?**

H.AVE! YOU BEEN REWARDED LATELY?



DEEZERS
Processing with Marketing Solutions

43000 W. 9 Mile Road, Suite 211
Novi, Michigan 48375
Telephone: 248.277.3333
Fax: 888.652.4004

www.deezers.com

program cost

- Program set-up, activation and training: \$100 per merchant (includes the program application, download to terminal and training, plus 25 gotta H.AVE! cards).
- Monthly program fee: \$25 per month. (\$10 per month, if processing is run through Deezer's).
- Transaction fee: .18 cents per transaction (.15 cents for category B merchant-high volume/low margin: grocers, gas stations, car dealers and low redemption merchants).
- Rewards: 3.5% of the sale (1.5% for category B merchant) of which 3% (1% for category B) is rewarded to your customer and loaded back on their card as cash that can only be spent at participating H.AVE! merchants. The remaining 0.5% of both categories is allocated to the account administrator (First State Bank) and used for program management.

gotta H.AVE! gift card examples

1. Customer buys \$50 gotta H.AVE! gift card at Store A, RESULT: Store A is debited \$50
2. Customer uses \$50 gotta H.AVE! gift card at Store B, RESULT: Store B is credited \$50

gotta H.AVE! rewards card examples

1. Customer uses the gotta H.AVE! rewards card for a \$25 purchase at Store A, RESULT: Store A is debited .88 cents (3.5%) and the customer earns .75 cents for shopping at Store A
2. Customer uses .75 cents in rewards at Store B, RESULT: Store B credited .75 cents