



Benefits of ATMs in Your Store

Store owners must find ways to attract customers to their stores and more importantly spend money there. A MasterCard study shows that consumers may use debit cards for routine purchases, but they still visit ATMs more often for small cash withdrawals. ATMs are also an essential part of a merchant's business. The benefits of having an ATM in your store are:

1. **Increased Sales**

Studies prove that an onsite ATM can increase merchant profits. Consumers who use ATM machines spend about 25% of the money withdrawn in the business itself due primarily to "impulse buying," according to ATM Marketplace. ATMs also provide the opportunity to increase sales through on-screen advertising, toppers for third-party advertising, ATM wraps and coupon options.

2. **Most Profitable Three Square Feet of Your Store**

Depending on location, traffic flow and surcharge rates, your ATM investment can easily pay for itself in less than one year with additional income. Most customers are willing to pay a fee, because an ATM allows them to shop and bank in one location. With an ATM in your location, a percentage of the transaction fee will go to you, providing you with an extra source of revenue for your business.

3. **Reduced Credit and Debit Card Fees, and Bad Check Losses**

Credit-card companies charge as much as two to three percent of the total purchase price in fees. There is also a debit card processing fee assessed on the merchant. Providing your customers with easy access to cash reduces your credit and debit card transaction fees plus the costs of bad checks.

4. **Increased Customer Satisfaction and Loyalty**

Providing your customers with easy access to cash is a convenience they will appreciate and expect. Having an ATM on site is also a great way to increase traffic and increase your repeat customers. This new ATM traffic entering your store is a potential sale for you now or in the future.

5. **ATMs in Your Store Provide Security for Customers**

Unfortunately, with crime being more prevalent today, people are more likely to choose a merchant with an ATM to get money. A well-lit and secure location will attract more potential customers to your store, giving you an opportunity for a sale.

To learn more about ATM placement in your business or to upgrade your machine, contact CORD at 800.410.5217 (option 4), email sales@cordfinancial.com or visit www.CORDfinancial.com.