



DEVICE PITSTOP

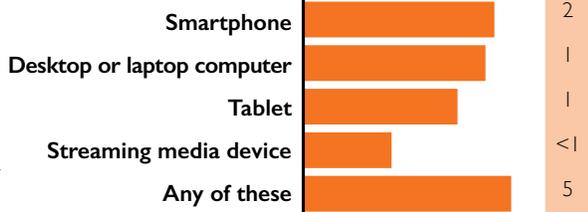
BUY • SELL • TRADE • REPAIR

Between smartphones, tablets, the ever-present laptop, traditional desktops, all-in-one machines and the expanding wearable technology market, the average person spends countless hours logged in and online with some sort of device. But what happens when something stops working? Or it's time for a cost-effective upgrade? **That's where Device Pitstop steps in.**

90% of U.S. households contain at least one device

with the typical American household containing five of them. Nearly one-in-five American households are "hyper-connected" – meaning they contain 10 or more of these devices.

Percent of U.S. adults who say their household contains a...



TRAFFIC AND VISIBILITY

Think of it as the return of the neighborhood, one-stop-shop tech store for everyone who appreciates value. This time, however, it's in a high gross profit margin used hardware business that's conveniently located next to national retailers; and it has a modern store design to really stand out, yet fit right in = traffic and visibility

HIGH MARGINS

About 80% Gross Profit Margin (GPM) on repairs/services/upgrades, combined with about 35% GPM on used hardware sales, leads to a blended GPM of approximately **60 to 65%**, which inconsiderably higher than traditional specialty retailers.

SCALE YOURSELF UP

With high GPM, you can afford an entire tech staff. So, you don't have to be the tech yourself. Instead, be a business owner who oversees your staff while building your business using our advertising and marketing tools that we provide to you.



PROPRIETARY, CLOUD-BASED POINT-OF-SALE SYSTEM. Our hardware/software solution offers you an industrial-strength tool to **measure and manage your inventory, staff performance and cash flow efficiently.** You can run reporting remotely and benchmark your store against others system-wide.

IT'S A TWO PART BUSINESS:

FRONT: RETAIL SALES FLOOR

The store resells used, high-quality, brand-name, certified/warranted laptops, tablets, smartphones, desktops (and almost any other tech hardware you can imagine) at tremendous value pricing. That's great value for consumers, and because it's used, high gross profit margins for our franchisees.

BACK: SERVICE TECH AREA

Fully equipped multiple work stations and technicians (in-store to speed turn-around on repairs), provide helpful services and offer upgrades. Services in back helps sell more hardware up front, and hardware up front helps sell more services in back.

SIZE & LOCATION:

These beautifully merchandised 1,000 to 1,200 sq. ft. stores are typically located in high-visibility power strip centers near regional malls, big box retailers and phone stores. We assist in ALL phases of site selection, lease negotiation, tech-packages, and store design & build-out.



CONNECT WITH US!

Learn why our franchisee/store owners are choosing Device Pitstop:
www.nyfranchise.com/device-pitstop/

ALL-IN INVESTMENT with working capital:
\$100k to \$173k