



VISIONARY PAWN SHOP CHAIN Accelerates Growth with Bravo Point of Sale

Pawn 1, a leading multi-store pawnshop chain with a clear vision for growth and innovation, recognized the need for a point of sale system to support their ambitious expansion strategy. With their forward-thinking leadership and well-defined goals, Pawn 1 sought a technology partner that could match their pace and scale. Bravo Point of Sale emerged as the ideal solution, offering unique features like automated, integrated eCommerce and MobilePawn capabilities that aligned perfectly with Pawn 1's strategic direction.

CHALLENGES & OBJECTIVES

Prior to implementing Bravo, Pawn 1 struggled with limited sales expansion, inefficient loan processing, and an inability to support eCommerce and mobile operations.

Pawn 1's top three primary objectives were to:

- 1 Improve operational efficiency across all stores
- 2 Expand into eCommerce and mobile markets
- 3 Increase revenue and profitability

IMPLEMENTATION

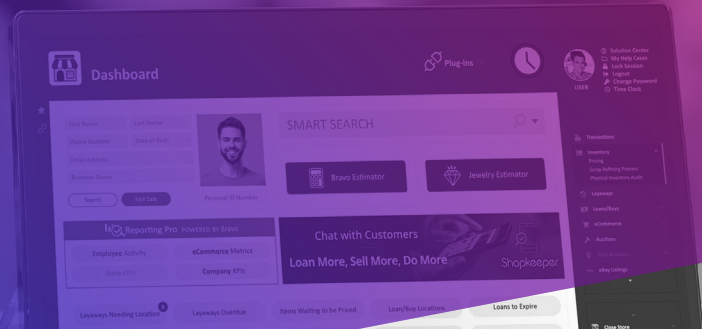
Pawn 1 partnered with Bravo to implement their point of sale system across all 26 of Pawn 1's store locations.

The implementation process focused on **fast and accurate data migration, comprehensive staff training, and customization** for Pawn 1's specific pawnshop operations.



"At Pawn 1, we've always had a clear vision for **growth and innovation** in the pawn industry. Our partnership with Bravo has been instrumental in bringing that vision to life. Bravo's software provides the robust, scalable technology we need to execute our strategies effectively. As we continue to lead the way in our industry, we're confident that Bravo will continue to support our innovations and help us deliver an **exceptional experience to our customers.**"

Results & ROI



1 OVERALL BUSINESS GROWTH

The impact of Bravo on Pawn 1's business was **immediate and substantial**. Within two years of implementation, Pawn 1 saw:

50% increase in total revenue

45% increase in total sales profit

100% of stores with positive growth in both revenue & sales profit

“As CEO, I can demonstrably say, The implementation of Bravo has been a **game-changer** for our business. The system's comprehensive capabilities have allowed us to achieve **growth that exceeded our most optimistic projections.**”

2 STORE PERFORMANCE

Bravo drove consistent growth across all locations.



Average revenue growth per store reached

50%



Average sales profit growth was

45%



Top-performing store saw a

125%

increase in revenue

“What impressed me most was the **consistency of growth** across all our locations. This wasn't a one-off coincidence. This uniformity speaks volumes about the scalability and effectiveness of the Bravo system!”

3 LOAN OPERATIONS

The new system **revolutionized** Pawn 1's lending operations.

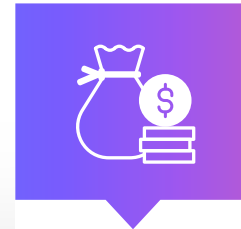


"The efficiency gains in our loan operations have been nothing short of remarkable. Bravo has enabled us to process loans **faster, more accurately, and more profitably than ever before.**"



54%

increase in new loans



57%

increase in loan interest revenue



68%

improvement in loan yield

4 ECOMMERCE PERFORMANCE



Successful implementation of an eCommerce omnichannel strategy



Growth across all eCommerce channels, with 6 out of 8 channels showing over **100% growth**



158% increase in total eCommerce sales



"Expanding our online presence was a key part of our growth strategy. Bravo Point of Sale's integrated eCommerce capabilities have been crucial in helping us execute this vision, enabling us to **establish and grow** our online presence across multiple channels."

5 MOBILE OPERATIONS

Bravo's MobilePawn feature became a **game-changer**.



281% increase in MobilePawn payments



228% increase in MobilePawn customers



MobilePawn's share of total company payment amount grew to **over 30% in year 2**



"Driving growth by offering convenience to our customers and improving the customer experience through mobile technology was one of our strategic priorities. Bravo's MobilePawn feature allowed us to engage with customers in a new way, while significantly impacting our bottom line results across the company."

CONCLUSION

Pawn 1's remarkable growth story is a testament to their visionary leadership, clear strategy, and commitment to innovation. By choosing Bravo as their point of sale provider, they found a system capable of supporting and accelerating their ambitious plans. From streamlining in-store operations to enabling expansion into eCommerce and mobile platforms, Bravo Point of Sale provided the tools and insights Pawn 1 needed to execute their strategy in today's competitive marketplace.

This partnership between a forward-thinking company and a future-ready system demonstrates how the right technology can amplify strong business strategies, setting the stage for continued success and industry leadership.