

## Gift Registry & Wish List Software for Smaller Chains and Independent Retailers

Offer all the features and functionality National Department and Chain-Stores provide.

- ◆ Low Cost - starting at \$127/month
- ◆ Nothing to Install
- ◆ Great ROI
- ◆ Mix and Match Features
- ◆ No Contract - Cancel Anytime
- ◆ In-Store and Online

### Pay Only For Your Successes!

Gift RegistryWorks for the Independent Retailer enables you to compete with the big guys... without an IT department and without the high costs. Low cost and modular, you pick only those components you need and add to the system as your needs grow. No long-term contract - low monthly fee structure - cancel anytime.



### Capture Gifts for All Occasions!

Gift Registry is not just for weddings anymore. People are registering for baby showers, Mother's Day, Father's Day, birthdays, Christmas and graduation. Gifts range from a beautiful diamond necklace to that perfect power tool.

### Capture Out-of-Town Business!

Internet purchasing for registered gifts has risen over 400% in the last 5 years. Don't miss out on your part of the pie. Gift RegistryWorks has a secure, easy to use shopping basket.

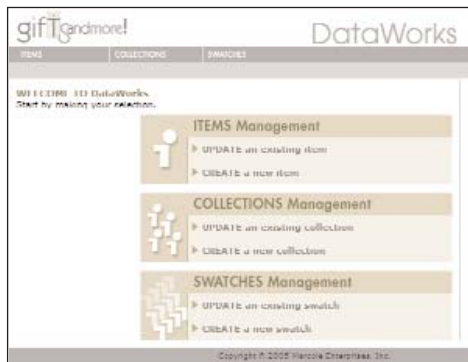
### Create New Business!

It's simple. When people register at your store, new gift purchasers will either visit your website or walk into your store. Statistics show that 30% of these customers will buy something in addition to the registrant's gift and many of them will return a second time.



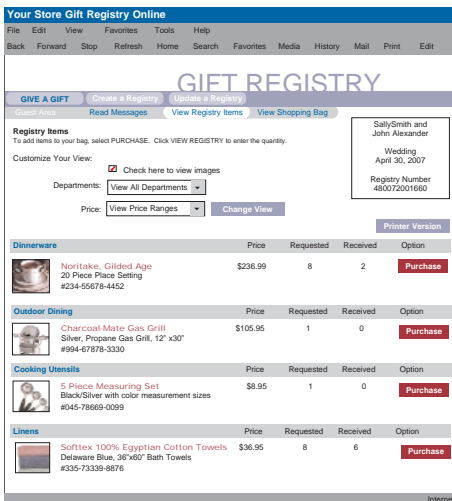
## Provide the Customer Service Expected Today!

Offer your customers the ability to create and manage their own gift registries and wish lists online from the comfort of their home or office. Gift RegistryWorks enhances your personal touch, it doesn't replace it.



## Save Hours with Registry Tools!

Gift RegistryWorks offers easy management of item information. This allows you to simply enter a SKU number and Gift RegistryWorks will fill in all the item descriptions, size, color, price etc. You can even attach images. Better yet, you can add a wireless barcode scanner for you or your customers to walk the store and select items.



## Integration with Existing Systems!

Optional utilities facilitate automated item and price updates in addition to automated updates of registry purchases from POS.

## Personal Branding!

Incorporate your logo, your colors and your images and connect Gift RegistryWorks directly to your website.

## Build a Website!

If you do not have a website yet, MarCole will develop one for you for under \$600, and host it for only \$15/month!

## Trust the Software!

MarCole has created gift registry software since 1991. We have installed systems in major department and chain stores. But we also understand the needs of the smaller retailers. That's why we created this affordable special version that is easy to use, requires no special computer knowledge, is modular and can grow with your business.

## Calculate Your Return-On-Investment!

Now you can have what the big guys have, for a fraction of the cost! Let us show you how much money similar retailers are making with Gift RegistryWorks. Give us a call at **925.933.9792 x106**.

Margarie Junkan, owner of Cooks Emporium, an Iowa-based specialty retailer offers the following,  
 "We can recommend MarCole's gift registry solution for independent retailers without reservation. It provides all the functionality we need both in-store and online and has helped our bridal registry business tremendously."



## What it does...

- ✓ Create, update and print registries
- ✓ Record sales histories and purchaser information
- ✓ Optional barcode scanner to add items to registries
- ✓ Automatic input of your item and price information
- ✓ Internet access, to view, create, update & print a registry
- ✓ Secure e-commerce

