

# NPA TECHNOLOGY SHOWCASE

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**As a pawnbroker looking to stay competitive**, technology can improve both the customer and employee experience, offer business intel to help you make informed decisions, and protect your business from liabilities. We are pleased to share with you different types of technology solutions from participating NPA Industry Partners. Be sure to visit their websites for more information!

Support the vendors that support the NPA and the pawn industry! These highly qualified NPA Industry Partners offer expertise and specialize in all things pawn.

Use the QR Code to go to the Vendor Marketplace for more NPA Industry Partners in more categories to help you run your business.

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# Example of the 2021 Tech Showcase Section (Ran in Winter 2021)

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**Bravo** offers a robust suite of products and professional services including point-of-sale software, digital 4473 software, mobile applications and eCommerce products, all of which are developed with thoughtfully engineered architecture, intuitive UI, sophisticated native integrations and first-to-market features that drive near-immediate return on investment for customers.

Bravo Systems is the parent company to Bravo Platform, E4473, Usedguns.com and Buya.com. Bravo Systems specializes in providing software solutions and services to underserved markets, including firearms and niche retail industries. Since the company's inception more than a decade ago, Bravo has had a singular mission: to be the catalyst for advancement in the industries it serves.

#### WHAT PROBLEMS DO YOU SOLVE?

##### **Bravo Eliminates Costly Manual Work**

Whether a pawnbroker operates one store or one hundred, Bravo is built to support customer needs. Automations replace manual admin work so teams can focus on customers and revenue-generating activities like writing loans and selling.

##### **Bravo Eliminates the Need for Multiple Systems**

Everything a pawnbroker needs to do their job well lives in one place. All daily tasks, employee communication, customer interactions, marketing campaigns, eCommerce sales, accounting and financial operations, and reporting are performed and managed through a single, integrated platform.

##### **Bravo Eliminates Blind Spots**

Bravo is the only solution that provides a centralized hub for all information and data. This means pawnbrokers can see how their business is performing from company-wide view all the way down to an employee-level. It's never been easier for pawnbrokers to see where their business is doing well and where they need to improve.

#### WHAT MAKES YOUR SOLUTIONS UNIQUE?

##### **Ease of Use**

Pawnbrokers can train faster and retain top-notch talent with tools that make even the newest employee productive in days. Built-in reporting makes understanding business performance and identifying areas for improvement easier.

##### **Higher Quality Conversions**

We've never met a software we couldn't convert. To date, our team of experts has successfully executed hundreds of data conversions from fifteen known formats and vendors including PawnMaster Classic, PawnMaster Ignite, PawnMate, Dazzle, PawnSoft, SuperPawn and many more.

##### **Superior Technology**

100% uptime. No system outages or costly downtime. Bravo technology was developed with a sophisticated and flexible architecture, enabling continual releases of first-to-market enhancements and integrations. Our technology enables agility so customers can adapt as quickly as the industry changes.

##### **Outstanding Customer Support**

Bravo's team of experienced and highly knowledgeable Support Specialists is available to answer questions, troubleshoot issues and share best practices and technical know-how that help customers harness the power of their Bravo solutions. We're proud to share our Customer Satisfaction Score (CSAT) of 96.

##### **Increased Flexibility**

Customers can easily add the features they need (like mobile, eCommerce and more) and not the ones they don't.

##### **Innovative Roadmap**

Bravo operates with transparency by sharing product and service roadmaps with current and potential customers, and honestly representing our current and future capabilities. Bravo has a proven track record of delivering first-to-market features on time and without bugs. We don't sell vaporware.



# Bravo Platform

Point of Sale · eCommerce · Mobile

**BRAVO STORE SYSTEMS, 1865 Village Center Circle Las Vegas, NV 89134 | [BravoStoreSystems.com](https://BravoStoreSystems.com) | 888.407.6287**

**Electronic security**, surveillance and software development company with 20 years of experience servicing pawnshops and other high-risk industries throughout the Americas. We are a dedicated team with a mission of helping pawnbrokers lead more protected, productive and prosperous lives.

#### WHAT PROBLEMS DO YOU SOLVE?

We help pawnbrokers operate one or many stores with security, peace-of-mind, and prosperity. Our system allows pawnbrokers to do three very important things:

1. Have full accountability of everything that happens in their pawnshops. We eliminate any doubt related to events that happens in the store.
2. Create a business culture in which the owner or upper management presence is felt at all times in a positive manner. Staff is encouraged to perform better through positive reinforcement based on video footage of in-store events.
3. Operate with the upmost security and safety. We bring to independent pawnbrokers the highest level of security, based on the most advanced technology, at a price any company can pay for. We make available and affordable to small businesses, security tools usually available to large corporations.

#### WHAT MAKES YOUR SOLUTIONS UNIQUE?

Our systems and services are made specifically for the pawn business. We know more about pawn operations than any other electronic security company in the world. We are the **ONLY** complete solution for pawnbrokers offering POS integration to video, business intelligence, remote support, expert system design, remote monitoring, proactive emergency response, and in-store silent communication systems.



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**FlexShopper** provides alternative sales and marketing services for our partners in the pawn industry. FlexShopper provides a \$0 down, “no credit no credit needed” program with flexible terms that help customers acquire the products they want and need today when layaway doesn’t meet their immediate want or need. FlexShopper can be used to make purchases for durable goods such as jewelry, electronics, musical instruments, handbags and more!

### WHAT PROBLEMS DO YOU SOLVE?

The FlexShopper program helps pawn retailers increase durable goods sales, increase average order values & reduce aged inventory levels and increase bottom net profit margins. Our program benefits the customer because of the flexible ways to pay back the purchase including a 90-day payment option. Customers can return and shop again when they have available spending limits.

### WHAT MAKES YOUR SOLUTIONS UNIQUE?

We provide our merchant partners a solution to increase durable goods sales and average order values for zero cost. When a pawn store accepts FlexShopper as a payment method our solution empowers their shoppers with spending limits of up to \$2500!\* Our dedicated field support team and call center are here to help your stores exceed sales targets with our text-to apply technology that does not require any integration to your POS. FlexShopper funds with instant payment at the POS with a virtual credit card.

\*Some restrictions apply (firearms, weapons)

The logo for FlexShopper, featuring the brand name in white sans-serif font on a dark blue rectangular background.

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FLEXSHOPPER | 901 Yamato Road Suite #260 | Contact: [john.brann@flexshopper.com](mailto:john.brann@flexshopper.com)

Become a merchant at <https://business.flexshopper.com/apply>

**An independent** nonprofit organization, GIA (Gemological Institute of America), established in 1931, is recognized as the world's foremost authority in gemology. Through research, education, gemological laboratory services and instrument development, the Institute is dedicated to ensuring the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science and professionalism.

#### WHAT PROBLEMS DO YOU SOLVE?

The growing popularity and quality of laboratory-grown diamonds makes it more difficult for pawnbrokers and jewelers to accurately distinguish natural diamonds from man-made stones. Until now. The GIA iD100 quickly and accurately discerns natural diamonds from laboratory-grown diamonds.

#### WHAT MAKES YOUR SOLUTIONS UNIQUE?

##### GIA iD100® Gem Testing Device

In response to the needs of the trade, GIA created the GIA iD100 – a sophisticated, easy-to-operate desktop instrument that can distinguish natural diamonds from laboratory-grown diamonds and diamond simulants in under two seconds with unrivaled accuracy. With this instrument, retailers and pawnbrokers can test large amounts of diamonds from the convenience of their own stores.

Highly adaptable, the GIA iD100 is able to test and screen a variety of colors of diamonds, including colorless to near-colorless, blue-to-green and brown diamonds, as

well as detecting treatments on pink diamonds if the GIA iD100® Pink Diamond Software Upgrade is added.

The instrument is straightforward to use. Simply point its probe at a stone—whether loose or mounted—to receive a result; the probe can be manipulated to reach every diamond in mounted jewelry and can read stones as small as 0.9mm in diameter. Results are easy to read, with the device reading “Pass” for natural diamonds and “Refer” for stones that need further testing.

The technology of the GIA iD100 sets this device apart from other diamond testing devices. Rather than using inexpensive and inferior methods which can lead to false readings, the GIA iD100 uses fluorescence spectroscopy – one of the most accurate and advanced technologies available to determine if a stone is natural.

The GIA iD100 represents over sixty years of GIA's diamond research and can help users be confident about the identity of their diamond inventory.



# GIA®

World Headquarters Gemological Institute of America, Inc. | The Robert Mouawad Campus, | 5345 Armada Drive, Carlsbad, CA 92008 | Contact info: [GIA.edu/contactus](http://GIA.edu/contactus) | 760-603-4200 | [GIA.edu/iD100](http://GIA.edu/iD100)

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## NPA TECH SHOWCASE

**Beyond** strives to simplify operations, reduce costs, and streamline payments for owners of small and mid-size businesses across the country. Beyond is one of the country's fastest-growing financial technology companies, Beyond offers a suite payment and business solutions. Backed by the Beyond Promises, we provide **transparent statements, fair pricing, flexible contract terms, and local Business Advocates** who represent Beyond in communities across the country.

### WHAT PROBLEMS DO YOU SOLVE?

What we do is simple. From restaurant owners to pawnbrokers to auto mechanics to your dog walker, Beyond partners with business owners to simplify operations. As your trusted payments partner, we'll help guide your business to success using our suite of business tools and services -- payments, payroll, employee scheduling customer engagement, business capital, reporting software and more. With our wide range of payment processing solutions, you can offer your customers every way to pay, helping you generate more sales. Accept all major debit cards, credit cards, and contactless payments with quick and secure account verification.

Ensure that your account is never frozen or kicked off the networks—your Business Advocate will work closely with you to setup your account correctly. Never fear doing business with us because you deal in firearms or high dollar ticket items again.

### WHAT MAKES YOUR SOLUTIONS UNIQUE?

We are committed to the highest level of **technological innovation, contract terms and customer service**—earning our customers' business every day. Thanks to the Beyond Promises, business owners can have confidence that they will never be subjected to **indiscriminate rate increases or locked into long-term contracts**. The ten, legally binding, Beyond Promises

were written to support our clients and earn their business every day. Our goal is not only to give business owners the tools they need to run their businesses, but to also be a trusted partner with their best interests at heart. We will deliver results, tell the truth, and make a difference through our determination to transform the business world. Payment processing is confusing, period. But, it should be painless for businesses, as well as the customers they serve. The best payment processing solutions keep everything running simply and smoothly, with minimal involvement from the business owner. When you utilize the right payments solution to handle the complicated processing details, you can focus on running your business. Throughout the pandemic, our Kentucky-based service center worked tirelessly to ensure business owners had the resources they needed to keep their operations afloat. Our client support team is only a call, text, or chat away. Boasting the highest NPS scores in the industry. Our service center will never transfer you to a different department or wait for hours on hold to get help if your Business Advocate is unavailable.

### A COMPANY WITH A CAUSE

Give Something Back (Give Back) is a beneficiary of Beyond. Providing college scholarships and mentoring to students who have faced economic hardship or other challenges such as foster care or the incarceration of a parent—Give Back is just another way Beyond makes an impact on communities.



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210.550.4783 | [getbeyond.com/national-pawnbrokers-association](https://getbeyond.com/national-pawnbrokers-association)

**KASSOY** has been supplying the gem and jewelry industry for over 85 years. We pride ourselves on delivering The KASSOY Experience of Knowledge, Quality, & Service.

### WHAT PROBLEMS DO YOU SOLVE?

KASSOY provides 'The Best of What You Need' – the Best Microscopes, Scales, Diamond and Gold Testers, Thermal Transfer Tags & Printers, Jewelry Repair & Cleaning Equipment, and anything else that your pawn business needs.

### WHAT MAKES YOUR SOLUTIONS UNIQUE?

We're not just sellers of the tools you need, we use them as well. Our team is comprised of jewelers, gemologists, designers, appraisers, and industry professionals. When you call KASSOY, you'll speak with someone who knows the products, who will understand your needs, and offer the best suggestions to meet them.

**KASSOY**  
since 1936

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## NPA TECH SHOWCASE

Pawnshop Consulting Group and PawnTrain deliver high level solutions for all things PAWN related.

### WHAT PROBLEMS DO YOU SOLVE?

PawnTrain & Pawnshop Consulting Group offer complete comprehensive Pawn Shop support services including training of team members, owners and more. On the training, we have hundreds of topics that include topics such as Loan & Sales Standards all the way up to advanced financial metrics.

We also assist with store valuations and the buying and selling of pawnshops on any level with hundreds of pawn deals behind us. Together, Jerry and Alan and now with Kevin Nawotka and others on our support team, we have over 100 years of combined pawn and operational experience, so we can assist with just about any level of support for any pawnbrokers anywhere in the world may require.

### WHAT MAKES YOUR SOLUTIONS UNIQUE?

Together PawnTrain and the Pawnshop Consulting Group offer on-site and remote hands-on pawn-specific support on multiple levels for a world-wide client base that PCG has been developing for decades. For the online training, we offer live, one on one training, with no large group events or recordings. These online courses are completely scaled and customized for each unique client of ours, and are available ala carte, and or up to unlimited bundles with our concierge level packages provided on a month-to-month basis.

Clients can choose any topic off our easy-to-use online booking calendar; at which time we will meet with them live online to review and study the topic matter in depth one on one. Many of our clients that have been developed over the last 20 years still request and want one on one on-site visitations and consultations. These are detailed and comprehensive which focus on overall management (or lack thereof), personnel, comprehensive store assessments

and evaluations followed up with a detailed road map with comprehensive analysis and follow up support.

These types of consultations include many aspects such as detailed analysis of the store or stores performance with comprehensive financial metrics, in-depth analysis of key performance indicators (industry specific), and we also provide high level net-line commission schemes along with productivity-based commission programs for all levels of personnel with extensive detail along with tremendous success ratios.

Our team can also assist with providing highly skilled team members of PawnTrain's and the Pawnshop Consulting Group to provide longer term on-site support with a pawn shop team or organization for weeks or extended times.

We are Pawn-Focused, and we are Pawn-Experts. We can work effectively with support and training with any software, assist with state regulations, budgeting, licensing, legal, accounting, auditing, relocating, professional recruitment, onboarding and hiring, expanding, remodeling, upgrading, multi-unit management, or any aspect of operations that could possibly exist on a global basis.

One thing is constant, we hear continuously with our growing client base, "why did I wait so long to hire consultants"?

The only thing you have to lose is time and money, what are you waiting for, the call is free!!

Jerry Whitehead / Alan Nelson



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**PODIUM** is redefining the way customers interact with local businesses. Through its Interaction Management platform, businesses can message leads and customers, leverage bulk texting for important updates, collect google reviews, and even collect payment via text. Podium was named as one of Forbes' Next Billion-Dollar Startups and powers over 100,000 businesses today.

#### WHAT PROBLEMS DO YOU SOLVE?

We help modernize the way business happens locally. Get more reviews, collect payments, send SMS campaigns, and centralize your communications all in an easy-to-use platform.

#### WHAT MAKES YOUR SOLUTIONS UNIQUE?

Every Podium tool and feature is built in the interest of creating a frictionless customer experience that allows local businesses to thrive in an ever-changing and competitive environment. Save Time. Convert more leads. Retain customers.



PODIUM | 1650 W Digital Dr Lehi, UT 84043 | [Podium.com](https://podium.com) | Contact Info: Charlotte Shragge, Retail Partner Manager | [charlotte.shragge@podium.com](mailto:charlotte.shragge@podium.com) | 801-558-0047

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**Founder Zvi Yehuda** introduced his first innovation in the diamond industry in 1953, when he was just 16. His pioneering spirit and ongoing passion for innovation led to numerous inventions that have changed the face of the trade, and even the face of diamonds themselves. In 1982 Zvi Yehuda invented the Yehuda Clarity Enhancement process for diamonds, debuting them in the US in 1988. In 2017 the company introduced the Sherlock Holmes detector for Lab Grown Diamonds.

### WHAT PROBLEMS DO YOU SOLVE?

Detecting lab grown diamonds in order to keep the public trust in our industry and protecting all industry professionals along the chain.

### WHAT MAKES YOUR SOLUTIONS UNIQUE?

The Sherlock Holmes is the only affordable detector that checks parcels of many diamonds and multiple diamond jewelry pieces with 100% accuracy within a few seconds.



# YEHUDA

YEHUDA DIAMOND COMPANY | 590 5th Ave, 8th floor NY, NY 10036

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