

UFOs Frequently Asked Questions of SHOP LOCAL

- 1. What is SHOP Local?** The SHOP Local program will allow local businesses to become SHOP.COM partners, enabling UnFranchise Owners and Preferred Customers to earn Cashback and/or IBV with every purchase made at those stores.
- 2. What's in it for me?** You will be able to order from your favorite Pizza shop, local butcher, or even get your dry cleaning done and earn Cashback and IBV. If you need even more incentive, we will be rewarding UFO's who sign up new merchants for the SHOP Local program with 1% IBV on all SHOP Local monthly sales.
- 3. How do I start earning?** Once the SHOP Local program is LIVE (End of March) go to SHOP.COM to link your credit card to the program, and then the next time you use that credit card at a registered local merchant you'll also be getting Cashback and building your Shopping Annuity.
- 4. What Payment Methods can I use to enroll?** The SHOP.COM Credit Card is the BEST to register because you can earn Cashback and/or BV on your purchases, as well as any Visa, MasterCard, and American Express. Discover Card will be Coming Soon
- 5. Can I pay with cash?** No, SHOP Local offers are linked to your credit card or debit card. To earn IBV and Cashback, you must use the card linked to your SHOP Local account.
- 6. How do I know I earn the Cashback from SHOP Local?** Once you've successfully completed a transaction at a SHOP Local merchant (with your registered Credit Card or Debit Card) your smart phone will receive a PUSH Notification to confirm the completed transaction. Please be sure to allow Push Notifications for SHOP.COM on your smartphone or tablet to ensure you receive these messages.
- 7. Can I order for pickup and delivery from some restaurants?** Yes, some restaurants do allow both Pick-up and Delivery options. When placing your order be sure to use the card linked to your SHOP Local account for payment and that the restaurant runs it through their credit card machine, not a third party or delivery service.
- 8. Who would be a good fit for this program?** Market America & SHOP.COM has already established a partnership to bring 10,000 merchants into the program in 2016, including large national merchants. The most powerful part of this new program, though, is the opportunity that SHOP Local provides for UnFranchise Owners to partner with business owners in your own neighborhoods. Do you have a favorite pizza place down the street? Does the local bakery where you like to meet people for coffee need a business boost? The beauty of the SHOP Local program is that the opportunities are endless from Childcare Centers to coffee shops the sky is the limit.
- 9. How do I sign up a SHOP Local Business?** You can have the Business owner go to SHOP.COM on the bottom of the page click on "Contact Us" and then "Sell on SHOP.COM", and then on that page click "Sign up for our new SHOP Local Program". We need the UFO or the business owner to provide certain information, such as the MID (Merchant ID). IF we add the business then you will earn Cashback and IBV on your purchases. **However, please keep in mind that to earn 1% IBV on**

ALL SHOP Local customer's purchases, the merchant MUST provide a minimum of a 10% commission, also you MUST actually sign the business up. Which requires the business to accept or sign our agreement, and provide their MID (Merchant ID). We can certainly help contact the merchant with you and we will be developing sales and marketing tools in the near future.

a. <http://affiliate.shop.com/merchant/shop-local>

- 10. What if I just have a suggestion?** Unfranchise Owners can give suggestions by emailing us at shoplocal@shop.com Only submissions with the business name, phone number and physical address of the business will be accepted. Please keep in mind that to earn 1% IBV on ALL SHOP Local customer's purchases, you must actually sign them up.
- 11. What Countries is SHOP Local available in?** We're currently rolling it out in the US first, however we will be rolling it out to other countries too so keep an eye on the Unfranchise News Alerts to see when SHOP Local will be coming to your neighborhood!
- 12. What is the cost to the merchant?** No other costs except the commission given to SHOP.COM, which we will then reward Cashback and IBV.
- 13. What if the merchant does not want to pay a commission on existing customers?** The best reply is that SHOP.COM will drive more NEW customers and more transactions and revenue to their business.
- 14. What does the merchant have to do that he isn't doing now?** Customers will come in and pay with their linked credit or debit card, there is no hardware or software they have to install, zero staff involvement, and our customers get their rewards put in their cashback account on SHOP.COM, which the merchant is simply invoiced for at the end of the month. SHOP.COM will then provide reporting and a monthly invoice and do a consultation review with the merchant.
- 15. What is the launch date of SHOP local program?** By the end of March, we will launch with over 2,000 restaurants mainly on the west coast. To get merchants in your area, we encourage you to help us sign them up.
- 16. Does the business have to change merchant accounts?** No
- 17. How much commission do you recommend a merchant pay to SHOP.COM?** Most partner stores provide 10% - 30% commission. The more commission we get, the more Cashback and IBV are passed back to the UFO and Preferred Customer.
- 18. Is there a restriction on business size?** No. Any merchant can participate as long as they have a Business License and Physical Address.
- 19. If a business has multiple locations or merchant IDs, do they have to be registered separately?** If they are operating with the same business name and merchant ID, then one registration is fine; however, if not, then we need to add them separately.
- 20. Are franchises available for SHOP Local.** Yes. But these are typically approved at the corporate level and not at the individual franchisee store.
- 21. How quickly will the local business be contacted by SHOP Local?** As long as the merchant information is submitted completely, we will contact them within 3-5 working days.

- 22. How long is the on-boarding process from initial contact to go-live?** It depends on how soon the merchant provides the completed information. Approximately 1 week once after we have Visa/MasterCard/and American Express verify their MID information.
- 23. What are the requirements for the potential SHOP Local store?** The merchant needs to have a physical store, provide a store description, store logo and store photos for us. They must accept credit cards. As well as provide a % commission for SHOP.COM in the signed agreement.
- 24. Where can the merchant locate their MID?** The best place to locate the correct MID is either on the initial processor set-up paperwork or on the merchant's monthly statement from their merchant service provider. If they cannot locate their paperwork or statements, the next best location is on the side of the credit card terminal. In addition, some credit card terminals will print the MID on a customer receipt; however, this is sometimes a MID for the merchant's POS as opposed to the merchant services provider. If the MID cannot be located on the paperwork or terminal, provide any and all numbers listed as a "MID" or "Merchant ID" that can be found on the receipts. If the merchant cannot find their MID on the receipts, please go to the Card-Link webpage on SHOP Local and register your card. Use this card to do one test transaction for \$1.01. Please email SHOPLocal@shop.com the receipt, the last 4 digits of the card, a way to identify the card (cardID, userID, e-mail address, name, etc.), the exact date the transaction was ran, and the exact total amount the transaction was ran for.
- 25. How are the commissions collected by SHOP Local?** Invoices will be sent monthly.
- 26. What kind of reporting and how will it be provided to the local business?** Monthly reporting will show each transaction by SHOP.COM customers.
- 27. Will SHOP Local extend terms? (i.e. 10-day pay, 20-day pay)** Merchants will be billed around the first of the month and it is due upon receipt.
- 28. Is this a month-to-month commitment by the local business?** It is one-year agreement and will be renewed automatically. The Agreement can be terminated by giving the other party thirty (30) days written notice prior.
- 29. Are there incentives to commit for 6-months or 1-year?** No.
- 30. Can the local business cancel at any time? Any penalty?** No penalty. The Agreement can be terminated by giving the other party thirty (30) days written notice prior.
- 31. How frequently can the local business change the cashback/commission rate? Is it effective immediately or is there a delay (i.e. 2 business days)?** We don't encourage merchants to change the commission rate in the signed Agreement.
- 32. Will the local business be able to advertise specials and other discounts through the app?** Yes.
- 33. How do I approach a merchant?** we suggest that you use the marketing tools provided by SHOP.COM. The key value to all merchants is that SHOP.COM will drive more NEW customers and more transactions and revenue for your business
- 34. How many customers are registered with shop.com?** 3 million registered customers

