



Understanding the ATMtrailer Business

My name is Dan and I am the designer of the Patent Pending ATMtrailer. I have 15 years experience in the ATM industry. The ATMtrailer is a mobile ATM whose time has come. What makes the ATMtrailer practical is the availability of wireless Internet technology, the growth of outdoor events and of course compliance with the Americans with Disabilities Act.

A little history of the ATM business will help you understand the role of the ATMtrailer and why it is a profitable business. ATM stands for Automated Teller Machine. Although some bank-owned ATMs perform other functions, for our purposes, the ATM does one main job and that is dispensing cash at an event. There have been many versions of mobile ATMs along the way. Most have the ATM mounted in the side of the trailer. The problem with mounting these this way is they are too high and do not comply with the Americans with Disabilities Act (ADA).

On March 15, 2012 the ADA became applicable to all ATMs in the United States. Many people in the industry believe that mobile ATMs are exempt from the ADA, but our questions to the Department of Justice which enforces the ADA assure us that there is no exemption. Therefore, the ATMtrailer is ADA compliant as it sits.

Each year there are thousands of outdoor events across the country. From fairs and expositions to auto races and baseball games to church fund raisers and flea markets all of these events have one thing in common; they need to provide a way for their customers to access their bank accounts on site. Otherwise, the customer is limited to the cash they brought with them to the event. No event promoter wants to limit customers to the cash they brought with them. That is where the ATMtrailer comes in.

To understand the ATMtrailer business you must first have an understanding of the ATM business in general. This starts by understanding what makes a successful ATM. To understand this you need an understanding of what makes a great ATM location.

Before we get to that I want to talk to you about a common objection that people not already in the ATM business have. Many people say "I don't use an ATM so I doubt many people do". I would reply to this by saying that when the ADA took effect in 2012 there were about 500,000 ATMs in the United States that needed to be upgraded or replaced. If people do not use ATMs there would not be a half-million of them in the United States. The second objection that I commonly hear is that people will not pay a fee for convenience. Again I point to the half-million ATMs in the US to disprove this objection. Besides that think about how many times you have paid an extra dollar for a loaf of bread or a gallon of milk because you could buy them at the "convenience" store.

As we get into talking about the events the ATMtrailer can service and the amount of fee that can be charged I would like you to keep one thing in mind. The people that will use the ATMtrailer are already at an event where they are paying \$6.00 for a hotdog or \$5.00 for a soda. Trust me when I say, we have

tested every single fact I will bring you and we know they will work. If not, there would not be an ATM industry with a half-million ATMs in the US already.

So what makes a great ATM location? The best location for an ATM is a location that has heavy foot traffic and will have a need for cash. In 2015, the government reports that 40% of all transactions are cash transactions. This means that 60% of the transactions are electronic. The issue is that the merchant must pay a fee for taking credit and debit cards. Merchants at these temporary events mentioned earlier take only cash because of those fees. This means customers at these events will need cash to purchase goods and services at the event. People have come to expect to use their cards everywhere. Since the merchants do not take the cards there must be an ATM on site that allows these customers to access their bank account to get the cash they will need.

Events with hundreds or thousands of people in attendance make the event a perfect location for an ATMtrailer. There is a lot of foot traffic and a need for cash. This means profit for the ATMtrailer owner. Most of our ATMtrailer owners charge a fee from \$4.00 to \$6.00 for dispensing cash to a customer. The fee is where the profit comes from. Transactions are processed through an ATM network via OptConnect, an encrypted wireless Internet service specifically for ATMs. When the transactions are complete the processing network deposits the dispensed cash back into your designated account the next business day. Here is the great part; your profit is deposited into your designated account the next business day as well. There is no reason for anyone to hang on to your profit until the end of the month. This means that you start having a cash flow immediately.

So let's talk a little about successful locations vs. successful event locations. A successful stationary location for the most part is considered a location that does 100 transactions per month or more. With a \$3.00 transaction fee the profit is \$300.00 per month. The investment can be recovered in 6-7 months. While it is steady it is an average of 3 1/3 transactions per day. That is a slow and boring way to make money.

By comparison, the ATMtrailer will average 30-300 transactions per event and you can do as many as 40-60 events per year if you work to contract the events. The ATMtrailer charges higher transaction fees because at events everything costs more. If you charge \$4.00 to \$6.00 per transaction you could realistically recover your investment in a matter of months.

But, are there really events out there? There are 361 Metropolitan statistical areas in the United States. Each one of these will have 10 to 15 events happening each weekend. In our tests we found that only about 20% have ATM services contracted. This means 80% of the events have a need for the service. 80% translates to lots of profit if you work your business. Just like any business you will get out of it what you put into it. Right now temporary events are ripe for the Mobile ATM Industry. Everyone knows that ripe means sweet, juicy and ready to pick.

One of the questions that comes up is where do I get the cash to dispense? This is part of the business. You must have available the cash to purchase the ATMtrailer and to dispense from the ATM. If you reinvest your profits back into the business you will build up your dispensing cash. The more you have to dispense the more you will make.

Today is the day to get involved in the ATMtrailer business.

Options

There are various options available for the ATMtrailer. This section describes each option and the benefits of the option.

GenMega GT3000



This is the ATM the original ATMtrailer was designed for. The ATMtrailer can hold one or two of this ATM. All ATMtrailer units with the GenMega GT3000 are installed ADA compliant as the ATMtrailer sits.

Media Advertising



Media Advertising is a monitor built into the ATMtrailer that allows media to be streamed for potential customers to view. Many businesses will pay to have exposure to the customers at events. The Media Advertising option allows you to run profitable marketing campaigns at mobile events!

Removable Hitch



As with anything involving cash, security is of paramount concern. The Removable Hitch option allows you to easily remove the hitch and place it inside the ATMtrailer or in the towing vehicle. Without the hitch the ATMtrailer cannot be moved.

SmartPower for ATM Operation



ATM SmartPower by ATMtrailer supplies sufficient power to operate the ATM and modem for a period of up to 75 hours whenever shore power is not available. This means that the ATMtrailer can be operated virtually anywhere. SmartPower is totally green and silent. It does not require fuel or produce noise and fumes.

Solar Maintenance Charger



The Solar Maintenance Charger is a 30 Watt solar charger operates to maintain battery charge in the SmartPower system. It can add as much as 30% life to the charge and this can be very helpful when the event lasts longer than most. The solar panel is very impressive when installed on the ATMtrailer and will help attract attention to your ATMtrailer.

Custom Graphics



Draw attention to your ATMtrailer with Custom Graphics on the exterior of your ATMtrailer. Combined with ATM flags that rise into the air 20' makes you a point of reference at any event.

Custom Exterior Wrap



Draw even more attention to your ATMtrailer with a Custom Exterior Wrap of your ATMtrailer. Combined with custom ATM flags that rise into the air 20' makes you a point of reference at any event.

GPS

The GPS unit we have available has free service for the first year and is less than \$100 per year after. This GPS system works on cellular networks so it can be tracked in real time if need be. A Geo Fence can be placed around the ATMtrailer. Should the ATMtrailer be moved outside the Geo Fence text messages will be sent to the people on the list alerting all that it is time to track the ATMtrailer for law enforcement.

Tilt Alarm

We can install an alarm into the ATMtrailer that has contacts for the door and tilt sensors. Should the ATMtrailer begin to tilt the alarm will sound attracting attention. This is not a monitored alarm, however, it is very loud and will attract attention immediately.

Carpeted Interior

The ATMtrailer can be supplied with carpet. The ATMtrailer interior is not open to the public, but, when the door is open customers may be able to see the interior.

Sheet Metal Lined Interior

The ATMtrailer can be lined inside with sheet metal. The ATMtrailer interior is not open to the public, but, when the door is open customers may be able to see the interior.

Custom Wheels

Custom wheels are another attention getter. They add to the beauty of the ATMtrailer.

Interior Cabinets

Supplies for the ATMtrailer are needed and can be stored in interior cabinets. The cabinets are mounted and will lock.

Contact Us Today for a Custom Quote

Dan Digman

info@atmtrailer.com

855-619-4440

Cell 806-683-1331

Contact Anytime