

FAQ'S

FOR CONSUMERS:

Q. What is the Property Tax Card (PTC) program?

A. PTC is a Township's economic development program which provides property tax dollars as an incentive for residents to shop in town.

Q. How does the program work?

A. A PTC (similar to a reward card) will be made available to all township residents. After they enroll in the program, residents may use the PTC and accumulate property tax dollars.

Example: The cost of a dinner for four at a restaurant participating in the PTC with a 20% property tax rebate is \$200. When paying for the check (either cash or credit), just present your PTC. The tax card is then swiped and a \$40 tax credit (less program fees) is generated. Rewards will be credited to your property tax bill before your next tax bill is issued.

Q. How do I obtain a PTC?

A. Please contact your township for information on how to obtain your PTC.

Q. Is there a cost to obtain the card?

A. *(This is up to the township. Generally cards are distributed free).*

Q. How do I enroll in the PTC program?

A. You can register your card online at www.propertytaxcard.com .

Q. I rent my house. Can I benefit from the program?

A. Yes. When you register your card, check the "Renters" box and provide your information. The Renters option will appear in the online registration form only if your township program allows renters to participate. Yearly, a check for the total rebates you have accrued will be mailed to you. A \$7 check handling fee will be deducted from your accumulated rebates.

Q. I work in town but I live out of town. Can I still benefit from the program?

A. Yes. Provided the township extends the program to people that do not live in town. At registration, you would choose the option "RENT OR LIVE IN A DIFFERENT TOWN". A yearly rebate check will be mailed to you (see answer above).

Q. Can I obtain and register multiple cards?

A. Yes. You can register as many cards as you need. If for example your household includes four shoppers, you may obtain four cards and register them all under the same address and block and lot number. Therefore your property tax bill will be credited every time any of the four cards is used.

Q. What establishments participate to the PTC program?

A. You can find a list of local participating merchants at [www.PropertyTaxCard.com/\(your town\)/participants](http://www.PropertyTaxCard.com/(your town)/participants)

Q. Can I use a coupon in conjunction with the PTC?

A. As a general rule, businesses do not accept multiple discount offers. However, the merchant will make that determination when joining the program. It is possible that they will allow only a portion of the discount from the coupon and honor the PTC. Again, the merchant will unilaterally make that decision.

Q. Can I return an item and get full credit?

A. Yes. Store return policies do not change. You will need to submit your rebate receipt and the PTC when returning an item for full credit.

If a return takes place after funds are transferred to the Township, you will be entitled only to full store credit or to a refund of your purchase amount less the property tax rebate paid by the merchant. However, the above is subject to the store return policy.

If the PTC and the rebate receipt are not produced, only store credits will be provided by the store.

Q. How do I keep track of my credits?

A. After you register your card online, you will be able to check your card(s) activity and property tax savings on www.propertytaxcard.com .

Q. What is the property tax rebate that I will be getting from stores?

A. The rebate percentage will be indicated next to the name of the participating establishment on www.propertytaxcard.com .

Q. What happens if I am registered but do not have my card at the time of purchase?

A. Our system allows you to provide your registered phone number and obtain the credit. However for partial returns and voids, you must have your card or your card number available.

FOR MERCHANTS:

Q. What is the Property Tax Card (PTC) program?

A. The PTC is a Township program which provides property tax dollars as an incentive for residents to shop in town

Q. How does the program work?

A. A township distributes a Property Tax Card (similar to a reward card) to its residents. When shopping at a local store, together with the normal payment for goods and services, the cardholder will submit their PTC. You will swipe the PTC in a dedicated processing machine that Fincredit Inc. (Program Manager) will provide. The swipe will result in a rebate on sale. The rebate is credited to the shopper's PTC account. You, the merchant, will determine the rebate percentage when enrolling in the program. Every week, the accumulated rebates will be collected by the Program Manager from your checking account. Yearly the rebates will be applied to your customers' property tax bill.

Q. How do I enroll my business?

A. You will be asked to fill out a 2-page form. You may also register your business on line [www.propertytaxcard.com/\(nameofprogram\)](http://www.propertytaxcard.com/(nameofprogram)) >Business Registration on menu bar . After we process your application, we will provide you with a welcome kit including user guide on how to process transactions.

Q. What is my cost to participate in the PTC program?

A. After the initial purchase of the processing machine, if required (approx. \$160 for dial-up terminal, \$230 IP terminal, \$50 for a card reader, if you use our web terminal), your monthly cost is \$10.

Q. What is my responsibility as a participant?

A. Your only responsibility is to honor the rebate you choose to provide to the cardholder. Rebates are collected weekly. To avoid bank fees, we require that a sufficient amount to cover the rebates is kept in the account.

Q. What is a good rebate to offer?

A. What you offer to the cardholder is entirely up to you. Rebates vary widely from business to business. A grocer may have a 35-40% gross profit, and offer 10%; an exclusive restaurant 300-400% and offer a 30% rebate. Each business will determine their rebate percentage when enrolling in the program.

We require that your rebate be in line with what you normally offer in your marketing campaigns.

Q. I accept coupons. What if a cardholder presents both his card and a coupon?

A. Generally, the card as well as coupons cannot be used with any other offer. This will be expressly stated in the terms and conditions of the program when registering the card. However, you may want to offer a lower discount on the coupon and still honor the card rebate. Remember, the idea is to retain the customer.

Q. What is the advantage to participating businesses?

A. Thanks to the appeal of property tax rebates, local businesses should enjoy a higher business volume. Furthermore, continued support by the township should provide a high awareness for local businesses. An additional feature is that you will have access to email addresses of customers that used the card at your business. Finally, your business banner and website link will be featured at www.propertytaxcard.com at no extra cost.

If your township opts to get a ShopYourTown mobile App, you will have a free mobile presence. App upgrades are possible (eg reservations; take-out orders; merchandise inventory, etc)

Q. How are returns handled?

A. Your normal return policy applies. When returning an item, you will ask for their rebate receipt and card. If the return qualifies for a full cash return, you will then swipe the card in your dedicated processing machine and apply the credit that will be reimbursed to your account.

IF THE PROPERTY TAX CARD **AND THE RECEIPT ARE NOT PRODUCED, ONLY A STORE CREDIT WILL BE MADE AVAILABLE TO THE CONSUMER.**

Q. When a customer returns merchandise, how do I know that the PTC was used?

A. At the point of sale, you will write the name of the program on the sale receipt.

Q. Can a professional business (e.g., non-retail) owners participate in the program?

A. Yes. It would work the same way. Example: At a property closing, the lawyer participating in the program collects the card information from the client. Back at the office, the information is processed and, say, a rebate for \$250, less program fees, is created and credited to your customer. The same procedure applies to a larger trade companies that have several service people going to residents' homes.

Q. Can I offer a flat dollar discount i.e., \$100 off a prepared tax return, \$25 off a doctor's visit, \$500 off real estate closing, etc.

A. Yes.

Q. Can I use my existing POS system?

A. It depends on the system. If the POS system is not locked and is serviced by our processing company, it will work just fine. Some systems will work only with certain programs.

FOR TOWNSHIPS:

Q. What are the township costs when starting a Property Tax Card (PTC) program?

A. The program is virtually cost free to the township. The town will need to purchase the cards to distribute to its residents. We recommend that the town finds a sponsor(s) to purchase the cards. In return, the sponsor will have its logo imprinted on the back of the card.

The Township will also provide the stores with window clings.

Ongoing marketing is instrumental for the success of the PTC program. Local TV, billboards, paper, mailing, internet, school field signs are all valid ways of marketing the program.

Q. How are rebates paid to the Township?

A. Yearly, FinCredit Inc. will send a payment file to the township. At the same time, the funds will be transferred to the Township's bank account. The new bill issued to the homeowners will indicate the credit.

Q. How are delinquent taxes identified? (These are taxes that cannot be collected by the Township because they are in advanced collection/tax sale stage.)

A. Delinquent transactions have a special code on the tax bill that we retrieve before making the payment to the Township. These exceptions will be isolated. If tax credits from the PTC program have been accumulated against delinquent taxes, funds will not be transferred to the township. The EDC will determine how to dispose of these funds (e.g. send funds back to the homeowner; forfeit the amount in favor of community contribution, etc).

Q. What is Fincredit role?

A. Fincredit will provide all the software and hardware needed to create the township's property tax card program. Fincredit Inc. will also be the ongoing Project Manager of the program. Responsibilities are as follows:

- Manage participating merchants' information, including their rebates, on our web portal
- Set up merchants with the equipment to create the rebates
- Weekly collection of rebates from participating merchants
- Yearly payment of the rebates to the Township
- Provide online activity accounts to the residents
- Provide statements to the merchants
- Provide sale data to the merchant for marketing purposes
- Customer service (e.g., investigations, customer/merchant management etc.)
- Technical support
- Provide information to the Township
- Ongoing project management

Q. How is Fincredit compensated?

A. 25% of the rebate amount will be held by FinCredit as management fee.

Example: Sale amount of \$40 with a 10% rebate. On a gross rebate of \$4, Fincredit will retain \$1 (25% of the rebate or 2.5% of the Sale amount) and will pay \$3 toward the cardholder's property tax bill. No additional expense will be charged by Fincredit to the merchant, the cardholder or the Township. Fincredit bears all operational expenses of the program, including all the weekly ACHs of, potentially, hundreds of merchants.

Q. Can merchants limit their offers to seasonal periods?

A. Yes. Merchants are in total control of their rebates. This will be made clear to the residents in the terms and conditions at the time of card registration. When enrolling in this program, a merchant will indicate the rebate percentage and any applicable restrictions. Such restrictions will be clearly stated under the merchant's business profile at www.propertytaxcard.com.

Since we don't expect deep discounts (the kind you would see on Black Friday), we recommend that, for township residents, merchants honor the PTC all year round. This will help merchants to build a steady client base (not a sporadic one) and, at the same time, will help residents to accumulate tax dollars. Merchants must think of this program not only as an opportunity to increase their revenue base, but also as a way to improve its customer retention.