



EFT • SOFTWARE • MARKETING

“ It’s been one full year since we switched to ABC. Without a doubt, this is one of the best business decisions I have made for my club.”

David A. Rambo, Weston Fitness



COMPANY OVERVIEW



ABC Financial Services Inc. is the industry leader in providing software and payment processing solutions to fitness clubs nationwide. For almost 30 years, we’ve delivered the best

service and most advanced technology in club management software, recurring membership billing solutions, and member marketing and retention programs. Meanwhile, our commitment to building lasting relationships with our customers remains a top priority. For fitness club owners looking to maximize profits, it’s time to begin your partnership with ABC.



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www.abcfinancial.com



I recommend ABC Financial to anyone who wants to work with the highest quality billing company in our industry.”

Paul Riedel, Big Al's Family Fitness



WHY CHOOSE ABC FINANCIAL?

Superior Billing & EFT Results

Nobody collects more money from more fitness club members than ABC Financial. And, we've been doing it for decades. New customers report a 15% increase in dues collected with ABC. Those are results that can make a big difference!

Leading Technology

At ABC, we promise to stay on top of changes in service and technology in our industry. When you partner with us, you'll benefit from the most advanced and continually updated software available, plus our carefully maintained standards in data security.

Unparalleled Service & Support

When you hire ABC, we bring our experts to you! Each facility receives custom, on-site configuration, complete staff training and a follow-up visit. In addition, we also offer 24/7 live technical support.



BILLING & EFT SERVICES

ABC's billing and EFT processes are the most effective way to increase your club's cash flow and profits. We specialize in customized member management including:

- Daily automated billing and reattempting
- Visa/MC Account Updater programs
- Expiring credit card member notifications
- Immediate followup on outstanding accounts
- Proven retention and renewal programs

Collecting dues is hard work that requires experience and expertise. You can trust us to work hard for you!

ADVANTAGES

Reduce Your Expenses

Collecting membership dues on your own is time consuming and expensive. With ABC, you'll benefit from our years of experience, while reducing expenses such as:

- Payroll
- Software systems
- Banking and credit card fees
- Postage

Reduce Delinquent Accounts

Let us eliminate the interruptions that keep you from collecting membership dues:

- Insufficient funds
- Expired credit or debit cards
- Closed accounts

Increase Member Retention and Renewals

With ABC handling your members' agreements and payment obligations, you'll experience two great benefits. Not only will more members stay active and pay their dues for a longer period of time, but your staff will also have more time to sell new memberships and provide service to existing members.

Call today for a **free billing analysis** and see how ABC can help your club collect more money.



SOFTWARE

DATATRAK

Put the industry's leading club management software to work for you. With DataTrak from ABC, member and financial data is available anytime, anywhere. DataTrak is the complete way to manage your club, finances, members, staff and sales.

DataTrak's key features include:

- Member check-in – quickly see membership status, control access and track attendance
- Point-of-sale – an easy, two-click transaction method that records all transactions, tracks commissions and manages inventory control
- Scheduler – book training sessions, classes and appointments

When you choose DataTrak, we'll send our specialists directly to you, offering custom configuration and training to your entire staff. Plus, we offer 24/7 live technical support to keep your system up and running at all times.

MYiCLUBONLINE



Give your customers complete access to their account information anytime with MYiCLUBOnline, a self-service member portal. This web-based application appears seamlessly as part of your club's own site.

With MYiCLUBOnline, members have the power to:

- Enroll online
- Manage accounts remotely
- Make payments
- Schedule classes and other services

SELF-SERVICE KIOSK

Save time and money with electronic kiosks from ABC. Using MYiCLUBOnline, this self-service station allows members to schedule classes, view upcoming appointments, update account information and make payments. New members can even use the kiosk to enroll. Each unit arrives ready to use and is fully integrated with DataTrak. Plus, kiosks can be customized with your club's logo and colors.

To learn about all the benefits of our software, call today to schedule a live demo.



MERCHANT SERVICES

With ABC, your transactions will be processed quickly and accurately, and you'll always be able to talk to a live person for service and support. You can access your merchant data online, plus you'll receive a monthly statement. We offer processing for:



- Credit cards, including Visa®, MasterCard®, Discover® and American Express®
- Debit cards
- E-commerce

We make sure your customers' credit card data is secure. ABC's operations, along with the partners we use, are fully compliant with Payment Card Industry (PCI) standards. We perform routine audits and monitor security alerts to make certain that data is protected against the most current threats.

Call today to speak with a merchant services expert.



“Great job on the software. We’re all smiles at the new features and usability.”

Mike Shirley, Double Diamond Athletic Club

CLUB MARKETING PROGRAMS

Retain your current customers and get new ones with a marketing program that we can customize for you. From membership agreements to targeted direct mail campaigns, we make sure each step is cost-effective and does everything it can to get more traffic through your club's doors!

Take advantage of the many club marketing services we offer, including:

- Customized key tags
- Prospect marketing direct mail campaigns
- Friends Are Free custom coupon mailings
- Birthday cards
- Paper or electronic membership agreements
- Custom call campaigns
- Retention Management® email services
- Renewal mailings

Call today to see how our club marketing specialists can help.



CONTACT ABC

SALES AND NEW ACCOUNT INQUIRIES:

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DEVELOPING RELATIONSHIPS. DELIVERING RESULTS.