



# HUGE GROWTH FOR IPAWN

## By Partnering With Bravo Pawn Systems



iPawn may be new to the pawn industry, but with hundreds of Payday locations, they are no strangers to consumer lending. iPawn launched its pawnshops in March of 2012. The initial intention was to “play” in the pawn business with a couple of stores.

Over the past five years, the company has completed 8 acquisitions for a total of 11 additional stores. Their goal – to continue the rapid growth and expansion.

## Getting Into the Pawn Business

Owner Joshua Davis, was looking for a way to diversify his business holdings against Obama era regulatory burdens as it relates to Payday, their core retail finance platform. “We sought out a similar business model as our loan business, but with less regulatory overhang and similar returns on capital. What a great business! I love it.”

## Different From The Competition

Joshua believes that iPawn’s culture is different than most. “We believe what’s right is right and we service our customers with that in mind every day. We love the loan side of the business naturally because that is where our experience and background lies. This allows us to service the customers in a more precise way. We put money into good stuff. We are comfortable loaning more on a larger array of items.”



## Why Bravo?

### REPORTS

For Joshua, it was obvious at first glance that Bravo was doing something different than all other pawn software companies. From the simple graphical interface to the extensive management tools, there was no competition. "As an owner, Bravo allows me to be "in each store" on a daily basis. All key performance metrics are at a glance with the built-in reporting. Plus the system is flexible enough for me to build by own report sets."

### MOBILE

Bravo is innovative and has technology that other software companies don't. As a multiple-store owner and operator, Bravo's Employee Mobile Application is a game-changer. "The Mobile App. is key for me. I get to "see" the transaction and question them before the transaction is completed with the mobile approval process. Again, I get to be "in store" even if I'm 500 miles away. This is huge for me because I operate in many states."

### ESTIMATOR & PRICE GUIDE

Bravo's Estimator is the best assessment tool in the industry. It helps pawnbrokers determine what an item is worth based on the item's condition. The Estimator's Price Guide Report is the easiest way to protect margins. For every manufacture and model, you can view the average price sold, loan amount, margin, return rate, shrink rate, and more.

"The Price Guide feature is critical for in-store training and reference, as well as "virtual pawn walks" for management to ensure integrity of loan and buy transactions."

### ENTERPRISE

Bravo was developed by a fourth-generation 50-store pawn operator. That experience reverberates throughout the entire platform. Bravo allowed iPawn to break free from outdated, legacy infrastructure. "We couldn't scale without Bravo. No other pawn software has the multi-site capabilities and functionality to accommodate a multi-store, multi-state business."



"Our ideal pawn software is a multi-site flexible system. Primarily I wanted something that was high-speed for the customers and ultra-transparent to management. Bravo checks those boxes and more..."

**Joshua Davis**  
Owner, iPawn





### Customer Service

How has your customer service been with Bravo?

"Excellent. I love that Bravo treats our company as a partner."

### What's Next

What feature are you most looking forward to?

"InstaPawn. I can't wait for customers to make loan and layaway payments online."

**Joshua Davis**  
Owner

## Converting to Bravo

Bravo's Conversion Team has more than 75 years of combined experience in developing pawn software. Bravo has successfully converted all other pawn software systems. No conversion is 100% perfect, but Bravo strives for minimal disruption to your business and they are committed to that. "Overall, conversions have been good. Most of our stores converted to Bravo from PawnMaster. The process has been quick."

**"Once a conversion issue is identified, the Bravo team is relentless and passionate about getting that problem resolved. I'm impressed by how quick they do this."**

## Learning a New System

Bravo attributes its 3-day adoption rate to its intuitive and game-like interface. How long did it take for iPawn's employees to adapt and learn Bravo? "Honestly, it was instant. The software is graphically set up into sections that steer the employee to where they need to go. The Bravo Academy and the pure intuitive nature of the software makes for an easy transition."

## Multiple Stores in Multiple States

Bravo takes the guesswork out of operating pawnshops in multiple states, and even multiple countries.

Wondering what it is like to manage 11 stores in 3 states on Bravo? "It's like managing one. I sit at a coffeeshop and in less than an hour, I am in tune with 11 stores, their previous day's transactions, and store performance. The self-service component of all of Bravo's data reduces labor requirements at the corporate office and allows the field operations team to get what they need fast and in real-time."

