



BEACON

Parking made easy.

Give your best customers the VIP parking they deserve **and** boost your bottom line.

Beacon partners with businesses to provide customers with the ability to pay to park in the best spaces in their parking lots, right up next to the door. Offering this convenience increases customer satisfaction by helping stressed drivers find parking quickly, and grants business owners access to a massive new revenue stream. What's more, Beacon's integration with customer rewards programs allows businesses to offer free parking sessions to their customers, granting them access to a brand-new option for incentivizing repeat customership beyond standard sales and discounted amenities.

INSIDE YOUR CUSTOMER'S MIND

FINDING PARKING IS
TERRIBLE!

Have you ever hesitated to go somewhere just because you know parking would be a hassle? You're not alone. Parking is the top barrier to entry your customers must overcome when they decide to visit your establishment. Consumers today demand options and convenience. Unfortunately, the way businesses conceptualize their free parking hasn't changed much in the past century. Given a failure to offer convenience at all stages of the customer journey, brick-and-mortar businesses have lost tremendous market share to online competitors that offer faster, more convenient solutions. Beacon addresses the problems your customers are facing:



LOST TIME

Every second your customers spend looking for parking is time they're not spending where you really want them - inside your establishment, spending money on your products and services.



INCONVENIENCE

Finding parking is never fun, but sometimes circumstances make it worse. Rain, snow, fussy children, extreme heat or cold, or just generally being in a rush is enough to make even the thriftiest spenders wish they could park right up front.



SAFETY CONCERNS

28,516 violent crimes were committed in parking lots in 2018 alone. You'd be surprised how many of your customers are willing to pay a premium for the safety and security of parking next to the entrance.

An innovative product for a growing market.

Beacon's technology is intuitive and user-friendly. Convenience is our currency, so we've ensured every step of the process is as simple as possible for both you and your customers.



STEP 1:

We'll help you identify the best front-row spaces in your parking lot and place Beacon signs at each of them. Each sign has a weighted base, so no screws or bolts in the asphalt are needed.

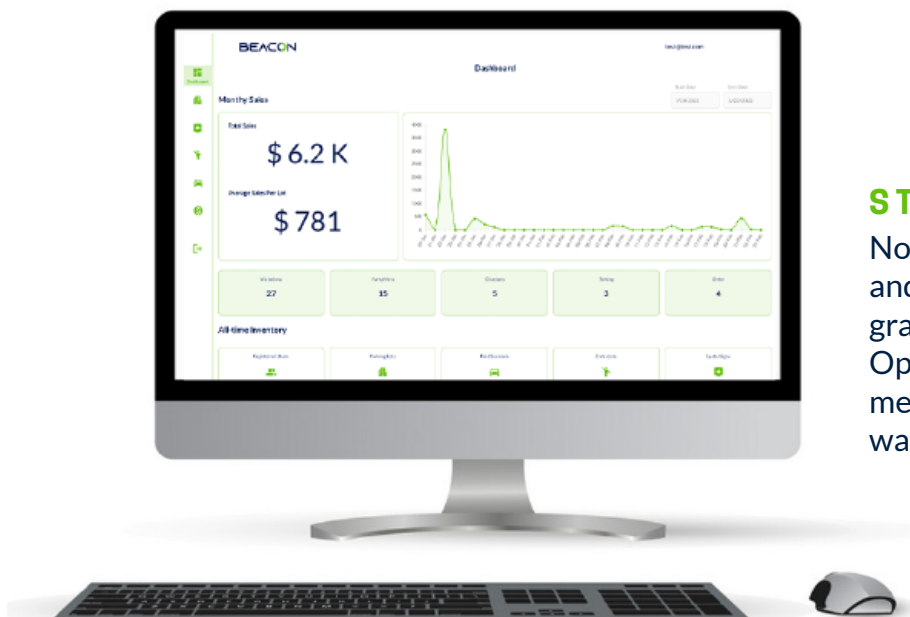
STEP 2:

Users can easily scan the sign's QR code from the comfort of their car. They're redirected to our simple, mobile-optimized web page for payment. There's no app download required! The entire process takes less than 10 seconds.



STEP 3:

Now that your Beacon spots are filled and generating new revenue, you'll be granted access to your own dedicated Operator Dashboard to monitor key metrics, view historical reports, and watch your bottom line grow.



A business no-brainer.



NEW REVENUE

One parking space charging \$2.50/hr averages \$7,000 in revenue per year. Our data show 8-10% of the population is willing to pay for front-row parking. Therefore, we typically recommend businesses convert 5% of their parking spaces to Beacon spaces – but every situation is different. For parking lots of average size (~500 parking spaces, or the equivalent of the parking at a small movie theater), converting 5% of their parking spaces (just 25 total) equates to **\$175,000 in new revenue per year.**



CUSTOMER REWARDS

Strategizing and implementing a successful loyalty program is no easy task, but every competitive business understands its importance. Incentives often range from discounts to promotions and rewards points. To take advantage of these incentives, however, customers still must overcome the challenge of parking. **Beacon provides businesses with the critical missing link in their customer rewards offerings** – the ability to entice their best customers to return with the VIP parking experience they deserve.



INCREASE CUSTOMER SATISFACTION

Today's customers want things faster, smarter, and easier. We eliminate friction between your customers and business, creating happier customers and more revenue.



INCREASE TIME SPENT IN BUSINESS

Every minute customers spend searching for parking is time not spent inside your business, increasing your profits. Beacon allows them to skip the hassle of parking.



COLLECT VALUABLE DATA

Beacon provides access to data points such as names, emails, phone numbers, turnover rates, and more, capturing valuable consumer information.



SUPPORT FROM INDUSTRY EXPERTS

Beacon is a hands-off, end-to-end solution. Our team, with over 100+ years' experience in the parking industry, will assist you in every step of the process.



But what about **valet**?

The valet service with free parking model has worked for many years, but it's an incomplete solution. Fast and convenient self-service alternatives are the new standard. And let's face it – not everybody likes or uses valet, even if it's free.

- ✗ COVID-related concerns
- ✗ Wait time when trying to leave
- ✗ Potential for vehicle damage
- ✗ Expensive
- ✗ Potential for theft
- ✗ Low awareness of a valet option
- ✗ Don't want others in their personal space
- ✗ Customer preferences*

*Survey data show the vast majority of people don't use valet. Valet has an "upper-class" connotation that many don't associate with, as it's often perceived as a luxury expense.



Beacon bridges the gap between **free parking and valet.**

Your customers shouldn't have to choose between one or the other. They deserve the same range of service offerings that they enjoy in so many other areas of their lives. By aligning your customer's desire for self-service convenience with your desire to increase revenue and customer satisfaction, Beacon gives you the ability to capitalize on a new opportunity and modernize your parking for the 21st century.

Join the parking revolution.

Beacon is reimagining parking. Today, convenience drives customer loyalty. Our innovative solution to this age-old frustration benefits the customer and the business owner alike.



CUSTOMER

Avoid the hassle of parking searches.

Ability to pay for up-front parking on demand.

Receive award points for patronage.

Ability to spend more time inside establishment.

Access to premium parking more affordable than valet services.



OWNER

Increase customer satisfaction.

Create new revenue stream.

Access to new customer data (e.g., space turnover rates, peak hours, emails, etc.)

Increase time customers spend inside your business.

New opportunities for customer reward and loyalty programs.

**You're one step away
from an elevated
parking experience.**

LET'S TALK:

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