

Narrative for Use

Business Details

- **Business Name:** PayMore South San Francisco
- **Proposed Use:** Second-hand electronics reseller franchise operating under the PayMore brand
- **Location:** 951 El Camino Real, South San Francisco, 94080

Zoning Considerations

- **Zoning District:** T5C
- **Zoning for Proposed Use:** Per City's Ordinance sections 20.135.060 and 6.92.030 all second hand stores must apply for a conditional use permit through the planning division.

Daily Operations

- **Store Hours:**
 - **Monday to Friday:** 10:00 AM to 6:00 PM
 - **Saturday:** 10:00 AM to 4:00 PM
 - **Sunday:** 10:00 AM to 4:00 PM
- **Employee Count:**
 - **Full-time Employees:** 3
 - **Part-time Employees:** 2
- **Employee Roles:** Front of house salesperson and purchaser, inventory management, store manager.
- **Daily Customer Traffic:** Expected to serve 20-30 customers per day.
- **Customer Parking:** 72 Parking spots in strip mall lot. All available to use.

Deliveries

- **Incoming Deliveries:** No regular deliveries for store inventory as all inventory is purchased from the customer. Other deliveries for store/operational supplies may happen on a weekly business
- **Outgoing Deliveries:** Twice daily shipments for online sales. Will contract a shipping provider to pick up once in the morning between 10-12 am and once in the afternoon between 4-6 pm.

Purchasing Goods

- **In-Person Transactions:** All of the business inventory will be purchased through in store transactions. Customers can bring in electronics to sell or trade in. Items are evaluated by trained staff on-site. Offers are made based on the condition and market value of the items. Customers can either accept payment or store credit.

- **Second Hand Dealer Compliance:** There are rules and regulations described in section 6.92 of the municipal code that second hand dealers must comply with when purchasing items. The corporate office of the PayMore franchise has ample experience with setting up store operations to make sure all franchisees are in compliance with their local laws. They help with employee training to ensure all transactions are recorded and stored properly. Additionally, they provide all franchisees software to automatically upload all transactions to any second hand dealer or pawnbroker database that is required by law enforcement (CAPSS is the California database).

Selling Goods

- **In-Person Transactions:** A subset of the store's premium inventory will be displayed in the front of the store. Customers can browse and interact with the staff to directly purchase electronics from the store.
- **Online Sales:**
 - **Website:** Customers can browse available inventory, make purchases, and arrange for shipping or in-store pickup at <https://shop.paymore.com/>. This is a shared platform for all stores, which is managed by the franchisor.
 - **eBay:** Majority of sales will be facilitated online through eBay.com. All items purchased will be packaged in the back of the house and shipped out through a contracted shipping provider, there will be no in-person pickup through this channel.

Security Measures

- Security cameras, alarm systems, and secure storage for cash and high-value items.

Community Impact

- **Market Need:** Addresses the growing demand for affordable, second-hand electronics.
- **Environmental Benefits:** Promotes recycling and responsible disposal of electronic waste.
- **Economic Impact:** Provides job opportunities and stimulates the local economy through increased foot traffic.

How We Are Different from a Pawnshop

PayMore is not a pawnshop; it is a dedicated electronics resale business that operates under a different business model:

- **No Collateral Loans:** Unlike pawn shops, PayMore does not offer collateral-based loans. We solely focus on buying, selling, and trading electronics, without holding items as collateral for cash loans.
- **Specialization in Electronics:** Our business exclusively deals with electronics such as smartphones, laptops, gaming consoles, and other tech devices. We do not buy or sell items outside of this niche.

- **Retail Environment:** PayMore stores operate in a clean, organized, and customer-friendly retail environment that promotes the buying and selling of electronics with a high emphasis on customer experience and product knowledge.
- **Strict Adherence to Legal Requirements:** We comply with all state and local regulations specific to second-hand electronics sales, including detailed documentation and reporting requirements.

How We Avoid Purchasing Stolen Goods and Deter People from Trying to Sell Stolen Goods

PayMore takes the prevention of purchasing stolen goods very seriously and has multiple layers of protocols in place:

- **ID Verification:** Every seller is required to present a valid government-issued ID and sign that they are the owner of the property being sold. Their information is recorded and securely stored.
- **Item Verification:** Each electronic device is checked for any signs of tampering. Additionally, The Franchisor provides us with custom software that allows us to check the serial numbers of cellular devices to determine whether the device has been stolen. We will not purchase any devices we determine to be stolen.
- **Coordination with Local Law Enforcement:** PayMore works closely with local police departments to ensure all required fields are included in our records and, where applicable, uploaded to an online database. The franchisor's proprietary point of sale system can be customized based on the specific needs of the jurisdiction. When a purchase is made, our system generates a 4×6 label with transaction details, which is placed in our seller book. This label includes all necessary information as required by local law enforcement.

How We Deter People from Dumping Unwanted Electronics in Front and How We Will Handle It If It Occurs

We do not expect this to be an issue and other franchises have not reported this as a problem. But we understand that places that accept free unwanted items, like Goodwill, may experience this and since we offer free recycling this could be a concern.

- **Recycling Service, Not Donations:** PayMore does not accept donations of electronics or any other items, unlike organizations such as Goodwill that rely on donated goods. Instead, we offer electronics recycling as a service to our customers, providing a safe and responsible way to dispose of unwanted devices.
- **Security Cameras:** The exterior of the store will be monitored by security cameras 24/7. This acts as a deterrent to potential dumpers and provides evidence in case of illegal dumping.
- **Procedure for Handling Dumped Electronics:** If electronics are left outside the store, they will be collected immediately, documented, and securely stored until they can be

properly recycled. We will also report any repeated offenses to local authorities and increase monitoring as necessary.

- **Clear Signage:** If needed, we will post signs outside the store clearly stating that we do not accept electronics outside of business hours and that dumping is prohibited. This will inform people of the correct process and deter illegal dumping.