

We have enacted a fairness policy to protect our florists. It addresses the concerns most commonly expressed by our users.

### We Don't Sell Equipment

We want to concentrate on continued development of the best POS system for florists. This is what we do best. This is where we can offer you value. This is what we can feel good about providing.

We are not going to get sidetracked into chasing additional revenue streams. We won't force you to buy equipment, hard goods or supplies from us. In fact, we won't sell you that stuff even if you ask!

Here is the reason we don't sell equipment - it's readily available and you can buy it on your own for less than what we would have to charge. If we just buy something, mark it up, and resell it to you, we're not adding value. Why should we be making a profit when you could have bought the same thing for less money?

Instead of selling you hardware we will tell you exactly what you need and where you can find it. We will even help you find the best possible prices and, when possible, help negotiate discounts from reputable vendors. We also encourage you to visit our bulletin board where you can share your thoughts on hardware and vendors with other users.

### We Don't Sell Supplies

We won't force you to buy supplies from us because (once again) we don't even sell them.

Let's say you want FloristWare to print your enclosure cards and delivery slips. You are going to need some blank pre-folded and pre-perforated cards. You can get them from John Henry, or we can refer you to a couple of printers that know how to make our cards or we can send the template to your printer, but you will never have to buy them from us.

### We Don't Cut Into Your Credit Card Sales

FloristWare can process your credit card transactions using whatever merchant service provider you wish. Just get the best deal you can and FloristWare will work with it. Other systems force you to process your credit card transactions through their programs. The rates are almost always higher than what you can find elsewhere - the difference goes to the POS vendor. While this may not seem like a big deal even a slight difference can add thousands (if not tens of thousands) of dollars to the cost of operating your POS system.

### No Contracts

Florists are also afraid of getting stuck in a situation they don't like because of a tricky contract. With FloristWare there is no contract. You use it for as long as you find it useful, and you are always free to leave if something better comes along.

### No Prisoners

As we have helped our users switch from other systems to FloristWare we have noticed a recurring theme. The data that they collected from their customers is "trapped" within the software that they paid for. The software vendor will not allow them to extract customer information, histories, etc. The florist is essentially forced to start over.

We will not hold you hostage like that. If you decide to leave FloristWare we will extract all of your customer and recipient information. It will be up to your new POS vendor to import the data into your new system, but we will make it available in usable industry standard formats.

For more information please contact us at 1-888-531-3012.