



www.propertytaxcard.com

a division of Fincredit Inc


Business solutions for a thriving local economy

Shop Marlboro!

SHOP IN TOWN - EARN PROPERTY TAX CREDITS

www.propertytaxcard.com

SHOP BAYONNE



SHOP IN TOWN - EARN PROPERTY TAX CREDITS OR CASH REBATES

www.propertytaxcard.com



SHOP IN TOWN - EARN PROPERTY TAX CREDITS

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Live Voorhees...

Shop Voorhees!

SHOP IN TOWN - EARN PROPERTY TAX CREDITS

www.propertytaxcard.com

where invention lives



SHOP WEST ORANGE
New Jersey

SHOP IN TOWN - EARN PROPERTY TAX CREDITS OR CASH REBATES

www.propertytaxcard.com

SHOPPING REWARD CARD

MAIN STREET
HIGHLAND PARK

MAKE IT YOUR OWN

HANDMADE HIGHLAND PARK

SHOPHIGHLANDPARK.COM www.propertytaxcard.com

SHOP VERNON TOWNSHIP

SHOP IN TOWN-EARN PROPERTY TAX CREDIT

www.PropertyTaxCard.com/ShopVernon

TOWNSHIP READY TO LAUNCH

investorsBank
Building to your best advantage

SHOP GLASSBORO

PROPERTY TAX REWARD PROGRAM
SHOP IN TOWN—EARN PROPERTY TAX CREDITS
www.PropertyTaxCard.com/ShopGlassboro

The graphic features a row of colorful houses in shades of orange, yellow, and pink, each with a different colored awning and window treatments. The background is a light yellow gradient.

Shop Manalapan 1st

TOWNSHIP OF
MANALAPAN

SHOP IN TOWN - EARN PROPERTY TAX CREDITS
www.PropertyTaxCard.com/ShopManalapan

The graphic features a stylized illustration of buildings in shades of red, orange, and yellow. To the right is the official seal of the Township of Manalapan, which includes an American flag and a circular emblem with the text 'TOWNSHIP OF MANALAPAN'.

Shop Hillsborough

PROPERTY TAX REWARD PROGRAM
shop in town-earn property tax credits
www.PropertyTaxCard.com/Hillsborough

The graphic features a scenic background of a lake with a bridge and trees under a blue sky. In the top right corner is the official seal of Hillsborough, New Jersey, which includes a circular emblem with the text 'HILLSBOROUGH NJ NEW JERSEY'.

BUY in BRICK

PROPERTY TAX REWARD PROGRAM
SHOP IN TOWN—EARN PROPERTY TAX CREDIT
www.PropertyTaxCard.com/BuyinBrick

The graphic features a green background with a circular seal on the right side that includes a sailboat and the text 'TOWNSHIP OF BRICK N.J. PROPERTY TAX REWARD PROGRAM 1950'.

Shop SOMERDALE

The Crossroads of South Jersey

Property Tax Reward Program
Shop in Town—earn property tax credits
www.PropertyTaxCard.com/Somerdale

The graphic features a teal background with a red and white illustration of a clock tower on the right side.

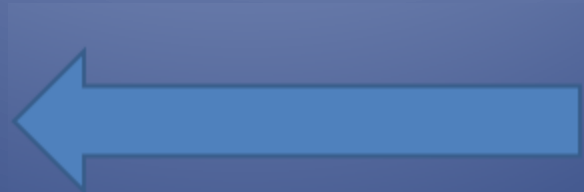
What is the Property Tax Reward Program?



HOW DOES THE PROGRAM WORK?

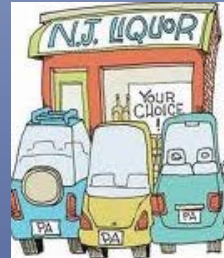
- TOWNSHIP DISTRIBUTES SHOP LOCAL CARDS TO RESIDENTS
- RESIDENTS REGISTER CARDS ON LINE
- RESIDENTS SHOP AT PARTICIPATING BUSINESSES AND EARN PROPERTY TAX CREDITS OR, IF THEY RENT, CASH REBATES

TRANSACTION





WHAT IS THE ATTRACTION? PROPERTY TAX REWARDS



BENEFITS TO MERCHANTS

- HIGHER REVENUE, HIGHER CUSTOMER RETENTION
- CAPTIVE AUDIENCE : Everyone who lives or works in town will be targeted to receive a shop local card
- TOWNSHIP SUPPORT: The Township will introduce the program to its residents . Ongoing marketing.
- BANNERS ON OUR WEB PORTAL: A linked banner AND listing will be displayed on www.propertytaxcard.com
- RESOURCES: Merchants will have access to the email address of customers using the card at their place of business
- Other benefits: QR code on window clings. Mobile App.

MERCHANTS COST TO PARTICIPATE

- \$10 A MONTH!!
- THEIR OFFER TO CUSTOMERS

NOTE: NO SALE, NO REWARDS.

MERCHANTS PROVIDE CREDITS ONLY WHEN THEY FINALIZE A SALE!!

HOW ARE TAX CREDIT PROCESSED?

TWO OPTIONS:

*ON LINE – FREE IF MANUAL ENTRY

\$50 IF CARD READER IS NEEDED



*TERMINAL- \$160 DIAL-UP ONE TIME CHARGE
(incl. shipping and handling)





**Residents
spend
locally**

**Assists existing
businesses to
thrive and
expand**

**Attracts new
businesses**

**Helps to reduce residential Property Taxes.
Helps improve the local job market.**

COST TO TOWNSHIP

- SWIPE CARDS – WINDOW CLINGS
(SPONSORED)
- ONGOING MARKETING

MARKETING



MARKETING

SHOP MARLBORO! PROPERTY TAX REWARD PROGRAM

Lower your property taxes just by purchasing goods and services in Town. *Shop Marlboro!* It's easy and fun.

All you have to do is:

- Register your Shop Marlboro! Property Tax Reward card online
- Purchase goods or services at participating businesses in Marlboro
- Receive your tax rewards!



What is the Shop Marlboro! Property Tax Reward program?

This innovative program is in furtherance of Mayor Hornik's Plan for Progress in Marlboro and is the first-of-its-kind in the United States. It provides property tax incentives for Marlboro residents to keep their purchasing dollars for goods and services in Marlboro, which in turn enhances local commerce.

Here's how the program works...

When you purchase goods or services from a participating Marlboro business, you receive a credit toward your annual property tax bill. Simply pay for your goods or services and present your *Shop Marlboro!* card. It's that easy.

For example, if you dine at a participating restaurant that offers a 12% tax reward and the bill comes to \$100, you will have \$12 applied as a credit against your annual property tax bill. When the Township issues its next property tax bill the cumulative transactions will show up as a tax credit to you. Just consider the possibilities!!!

Register your card at www.propertytaxcard.com. For more information and list of participating businesses, visit the *Shop Marlboro!* section of our website at www.marlboro-nj.gov.

MARKETING

This Holiday Season be sure to use your SHOP BAYONNE CARD so that you too can lower your property tax bill or earn CASH REBATES!



Current list of participating businesses

747 Bar & Grill	747 Broadway	Grill N Café	887 Broadway
A&W Steakhouse	456 Avenue C	Herbert's Army & Navy	466 Broadway
Abramsons Jewelers	449 Broadway	Hudacko's Pharmacy	861 Broadway
Advanced Photo Portrait Studio	502 Broadway	Jersey Carpet Outlet	696 Broadway
Al Richards Fine Handcrafted Chocolates	851 Broadway	Little Images 4D	675 Broadway
Amici's Restaurant	184 Broadway	McLoones Bayonne Grille	400 Rt. 440 North
Carvel / Cinnabon	478 Broadway	Networking Café	418 Broadway
CKO Kickboxing	744 Broadway	New View Home Exteriors, LLC	736 Avenue E
Discovery Satellite	1000 Broadway	Otaiko Hibachi Sushi Lounge	125 Lefante Way
Doggy Spa	322 Broadway	Paulanto Bakery	387 Broadway
European Day Spa and Salon	411 Broadway	San Vito's Restaurant	406 Broadway
Fontana Pizzeria & Restaurant	1011 Broadway	The Chippery	1003 Broadway
Goodfellas Brick Oven Pizza & Restaurant	1007 Broadway	W. Kodak Jewelers	523 Broadway
Graziano & Company, CPA's	847 Broadway	Wise Hearing NJ LLC	590 Broadway
		Wise Optical Center	600 Broadway

Don't have a Shop Bayonne Card yet? Then join your neighbors in participating in Mayor Smith's initiative to promote business in Bayonne and to create savings for our property tax payers and all shoppers. Give us a call at 201-858-6357 and we will be happy to mail you a card and to assist you in registering your card. If you are a business and want your name added to our growing list of merchants, just give us a call so that you too can become a member of the Shop Bayonne Team!

For additional information go online to www.propertytaxcard.com/shopbayonne

MARKETING

PROUD PARTICIPANT OF:

Shop Marlboro!

PROPERTY TAX REWARD PROGRAM

SHOP *HERE* AND EARN PROPERTY TAX CREDITS

www.propertytaxcard.com

Shop Marlboro Property Tax Reward Program is an initiative of Marlboro Township Economic Development Committee.

Restrictions may apply. Inquire within.

PROUD PARTICIPANT

SHOP BAYONNE



Mayor Mark Smith

SHOP IN TOWN - EARN PROPERTY TAX CREDITS OR CASH REBATES

CHECK FULL LIST OF PARTICIPATING MERCHANTS. SCAN THIS  

SUPPORT LOCAL BUSINESSES - EARN PROPERTY TAX CREDITS

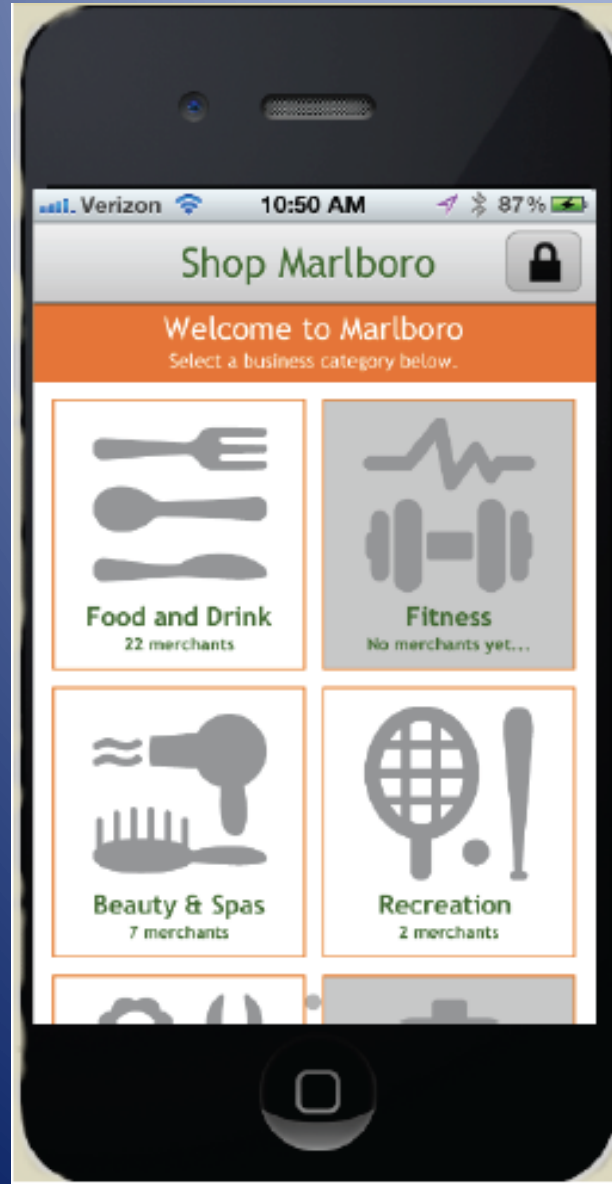
The Shop Bayonne Property tax Reward Program is an initiative of Mayor Mark Smith, The City of Bayonne Urban Enterprise Zone (UEZ) and Special Improvement District (SID).

*Restrictions may apply. Inquire with management inside.

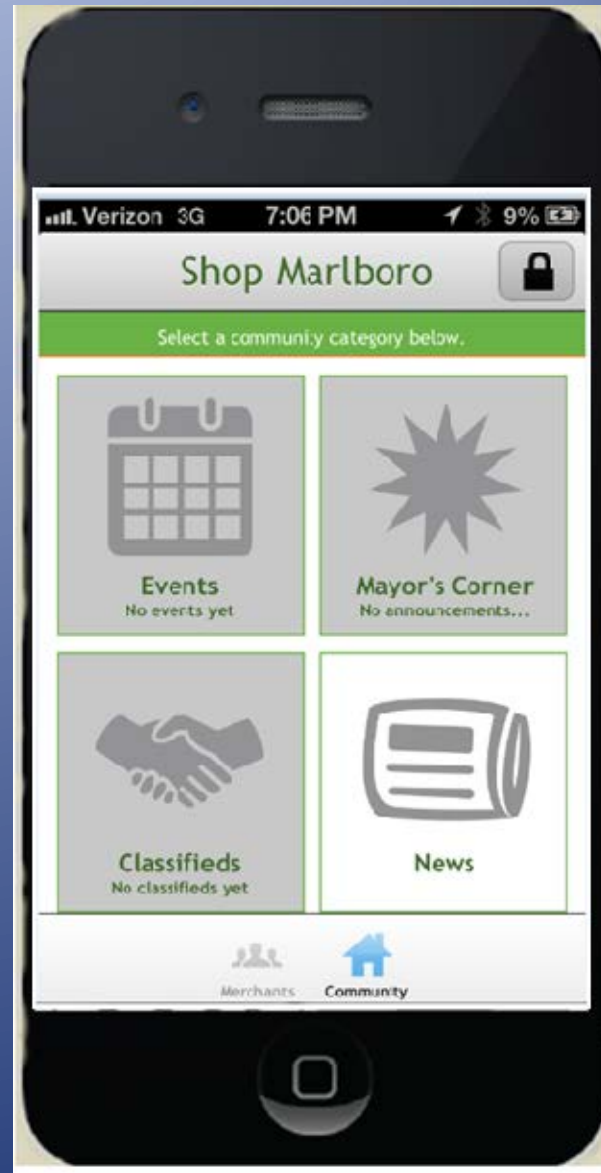
www.propertytaxcard.com sponsored by 

MOBILE APP

Merchants



Community



COST TO RESIDENTS

- COST TO REGISTER?
- COST TO OBTAIN A CARD?



www.PropertyTaxCard.com

The screenshot shows the website's interface. At the top, there is a navigation bar with links for 'home', 'about us', 'faq', and 'contact'. Below this is a horizontal banner for 'Merchants' linked ads showing on a rotation basis', featuring advertisements for 'JAY'S HOT BOX' (10% rebate), 'La Piazza' (7% rebate), 'ASIAN FOOD' (0.7% rebate), 'MONSTER GOLF' (17.5% rebate), and 'soul power yoga' (15% rebate). On the right side, there are 'SIGN IN' and 'REGISTER' buttons, with an arrow pointing to the 'REGISTER' button labeled 'Cardholders registration tab'. The main content area features a 'Shop Marlboro!' promotion, sponsored by 'investorsBank'. It includes a login form with fields for 'Email' and 'Password', a 'Remember Password' checkbox, and an 'Enter' button. A 'Forgot Password?' link is also present. The form is annotated with a 'Login' label and a double-headed arrow. To the right of the form is a promotional graphic for 'Shop in town and earn property tax dollars' featuring a group of people and a 'TAX' icon with a percentage sign. At the bottom of the page, there is an 'Administrator Login' link, a copyright notice for 2011, and a 'Privacy Policy' link. The website's logo and URL are visible in the bottom right corner.

Merchants' linked ads showing on a rotation basis ↑

← Cardholders registration tab

Login ↔

List of Participating Merchants

www.propertytaxcard.com home about us faq contact

Test Children FINCREDIT INC. soul power yoga La Piazza 455 Route 520, Marlboro Bear Brook Commons Shopping Center MONSTER GOLF 17.5% property tax rebate on games

PO BOX 43 MARLBORO, NJ 07746 15% property tax rebate on class fee Property Tax rebate: 7%

Welcome Carmine de falco Log Out

PROPERTY TAX CREDIT SHOP MARLBORO PARTICIPANTS MY ACCOUNT ADD CARDS

Shop Marlboro!
SUPPORT OUR LOCAL BUSINESSES

sponsored by: **investors Bank**
Banking in your best interest.

Search By

Alphabetical

ALL | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z

All

SEARCH RESULTS		PROPERTY TAX CREDIT *	
	La Piazza 11 Main street Marlboro (732) 526-7198 http://www.lapiazza.com	Category : Restaurants / Eateries We love to cook and it shows. Twice the amount of Property Tax Credits from Monday thru Friday every week. Holidays Excluded	7.00%
	Soul Power Yoga 455 County Road 520 Marlboro (732) 970-5566 http://www.soulpoweryoga.com	Category : Fitness Accessible yoga for all ages and levels to empower and transform your life.	14.00%
	Test Children 22 main street marlboro (732) 888-8888 http://sk22.com	Category : children for mr	21.00%

*This is net to you after program and management fees. The merchant contributes a higher amount.

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Participating merchant listing w banner, link to its website, brief business outline and net % property tax credit offered

CREDITS

The screenshot shows the PropertyTaxCard website interface. At the top, there is a navigation bar with links for home, about us, faq, and contact. Below this is a banner for local businesses including Test Children, soul power yoga, FINCREDIT INC., La Pizzeria, and Jay's. The main content area is titled "Account Info" and includes a "My Account" tab and an "ADD CARDS" button. A sidebar on the left contains the Shop Marlboro! logo and the Investors Bank logo. The central section displays "Your Property Tax Credits" for the year 2011/2012, showing a Q3 2012 credit of \$21.00 and a Full Year credit of \$380.78. Below this is a table of credits earned from May 1, 2012, to April 30, 2013.

Account Info

Walmart Carrefour de la Vie Log Out

PROPERTY TAX CREDIT SHOP MARLBORO PARTICIPANTS MY ACCOUNT ADD CARDS

Shop Marlboro! SUPPORT OUR LOCAL BUSINESSES

sponsored by: investorsBank Banking in your best interest.

Your Property Tax Credits 2011/2012

Q3 2012 Property Tax Credit Earned \$21.00

Full Year Property Tax Credit Earned \$380.78

Credits earned from May 1, 2012 thru April 30, 2013 are credited to your 2013/2014 tax bill

Q2 2012

Q3 2012

BUSINESS	CARD ID	DATE	SALE AMOUNT	NET REBATE %	REBATE EARNED
SOUL POWER YOGA	*326X	05-26-2012	\$100.00	15.3%	\$15.30
SOUL POWER YOGA	*326X	05-26-2012	\$100.00	15.3%	\$15.30
Total:					\$31.60

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www.propertytaxcard.com

Add new Cards
(friends and family)

Total
Tax Credits

Tax Credit for the
current
shopping quarter

Info where/when
shopping took
place and the
credit provided by
the store



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Pick Pequannock
Township, NJ
Shop. Dine. Play.

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SHOPHIGHLANDPARK.COM www.propertytaxcard.com

SHOP VERNON TOWNSHIP

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www.PropertyTaxCard.com/ShopVernon