



## ***POS of Michigan Sees Business Soar with Harbortouch Free POS Program***

Ted Kramer, VP of Sales and Marketing at POS of Michigan, has been selling POS equipment throughout Michigan's Lower Peninsula since 1970. However, Kramer has never been more excited about the prospects of his business as he is now. After running his own hospitality technology and services company for two decades, Kramer founded POS of Michigan in 2011 with his younger brother, Christopher, and Aaron Hamp, previously the founder of an IT/ATV managed services company.

Now, two years into the joint venture, POS of Michigan is flourishing. Kramer attributes much of their success to their "software as a service" business model. Early on, the company partnered with Harbortouch, the innovative POS and payments provider behind the "free POS program". Harbortouch's free POS program delivers a full-featured POS system to merchants with no upfront costs. The merchant receives state-of-the-art hardware and industry-specific software along with installation, training, and 24/7 technical support. The only cost to the merchant is a low monthly service fee. POS of Michigan earns "a generous split" on the payment processing residual revenue in addition to numerous bonuses for the initial sale, the installation and the training. They are also able to charge their own service fee for local, on-site support.

"This is the new way to do business," explains Hamp. "The value of our business will grow more quickly and more substantially via the recurring revenue model than if we were solely project-based." Hamp also points to the business efficiency enabled by the recurring revenue model. "It's far easier to manage the finances when monthly revenue is predictable. There are no peaks and valleys of income and expense, which enables us to plan better and make smarter decisions." The younger Kramer adds that the more predictable and stable the company's revenue stream becomes, the better they can plan for growth. "This model puts us in a position to hire more people and become a bigger part of our community, which are both important goals for POS of Michigan," he says.



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