THE INDUSTRY LEADING POS

FOR GUN STORES AND RANGES

**RAPID GUN
SYSTEMS**

A SYSTEM THAT HITS THE BULLSEYE

For more than 40 years we have made our customers feel like family and have focused on providing the technology, services, and support to help them manage and grow their businesses.

Rapid Gun Systems offers FFLs the perfect balance of functionality and flexibility, in a solution designed specifically to address their unique requirements. Whether you are a single location or manage 100 sites, we provide an adaptable, easy-to-use system that manages your data and compliance, so you can focus on increasing sales, obtaining better margins, and making customers happy. Our mission is simple: to be the most powerful and advanced gun store/gun range solution in the marketplace.

A COMPLETE "CONNECTED COMMERCE" SOLUTION

In today's retail environment it is essential to create a consistent, full-circle experience that makes it simple and painless for your customers to frequent your business. Rapid Gun Systems connects all aspects of running successful stores and ranges into a single source that synchronizes your customer data, sales data, inventory, etc. so you can see exactly how your business is performing. No longer will you have to tirelessly review multiple sources of data to make smart, profitable decisions.

> **We switched from Celerant and we are never going back! Rapid has streamlined our processes! The ease of use for gun sales makes this a no-brainer for any FFL. It has simplified our tasks from receiving all the way to disposition.**
>
> KYGUNCO

RAPID GUN SYSTEMS

ABOUT RAPID POS

Founded in 1985

One of the top POS providers in North America

Supports more than 2,500 end point systems across 8 time zones

Elite NCR VOYIX Partner

NCR VOYIX

RAPID SUPPORT, WHENEVER YOU NEED IT

Support is more than fixing something when it breaks. It's also about helping you plan for the future and solving problems. We take our service commitment very seriously, which is why we offer "all day, every day" support from a team of in-house technology experts that understand FFLs and speak your language. You can operate with the assurance that Rapid is with you every step of your day.

SIMPLE AND RELIABLE ATF COMPLIANCE

At its core, Rapid Gun Systems is engineered for compliance. Our user interface, workflows, data management, and internal checks and balances drive consistent, compliant transactions. Systems offers its own electronic bound book where Rapid Gun acquisitions and dispositions are auto-populated We literally wrote the (bound) book! Unlike many gun solutions, we are not dependent on a third-party to provide compliance functionality.

✓ Our **Electronic 4473** makes it stress-free for customers to input required information - and easy for store staff to process background checks. e4473 Cloud storage is supported.

✓ Customer purchase tracking in our system alerts you when you have to file a **Form 3310.4** (or **Form 3310.12** where required), and the system automatically fills out the form for you.

✓ **FFL transfers** and **private-party transfers** are a no-brainer with simple step-by-step workflows that ensure accuracy and speed.

✓ Advanced tools assist your front-of-house and back-office staff in processing **trade-ins, buy backs and consignments** - and the tools are flexible so you can tailor them to your existing or preferred processes.

✓ Rapid consistently leverages new technologies and innovations to support and optimize our FFL's compliance and business operations.

CATALOG INTEGRATIONS

Access vendor information in real time with our distributor catalog integrations. Keep up with new items and easily add them to your store offerings by importing UPC barcodes, product descriptions, costs, product availability, and more from the data made available by each vendor. Price and available quantity update automatically.

EASILY MANAGE COMPLEX INVENTORY

Rapid Gun Systems is designed to help you set and maintain optimum stock levels, control inventory costs, and track merchandise movement in real time for serialized and non-serialized items. Our built-in analytics tools calculate and suggest min/max quantities based on selling trends in your store. You'll be able to instantly access inventory metrics such as aging, turns, valuation, profit and GMROI. Weather you're doing cycle counts, a bound book verification, or a full physical inventory, Rapid has tools to make this a breeze.

RANGE MANAGEMENT

Rapid Gun Systems integrates a comprehensive set of tools to run your gun range(s) and manage your customers and members. Assign shooters to lanes or add them to the waitlist, quickly reassign to other lanes, track time on lanes, manage rental firearms, keep tabs open, and designate unavailable lanes from any POS station at your facility. Our partnership with EZFacility gives you an integrated, comprehensive, best-in-class suite of web-based tools to manage your range operations and memberships. EZFacility makes your website an even greater asset to your business by letting customers manage their memberships, purchase annual or month-to-month subscriptions, reserve lanes, and even register and pay for classes offered at the range.

EZFacility

GUN SHOW SOLUTION

Whether selling at a gun show or banquet, Rapid Gun Systems has mobile options to support and streamline your transactions, inventory management, and compliance. There's nothing new to learn and the system can even process transactions when you are offline.

GUNSMITHING TOOLS

If your business offers gunsmithing services, Rapid Gun Systems has you covered. Our built-in smithing intake tool automatically creates a customer order, adds the firearm to your boundbook, and generates a work order for service management. You'll be able to easily add parts and fixed- and variable-priced services on the order. Upon completion and return of the firearm, Rapid Gun Systems will automatically dispose the firearm on your boundbook.

rapid GO

RAPID GOES MOBILE

Rapid offers a mobile handheld solution to help you better manage your store operations. Our all-in-one Android handheld allows you to manage day-to-day tasks including stock checks, price lookups, item management, cycle counts, inventory adjustments, item transfers, receivings, line-busting and label batching. Our physical inventory app lets you scan to count items, true-up available quantities, and audit your bound book for compliance.

THE BUFFALO TRADING CO.
GUNS, AMMUNITION, & AMERICANA

> **We chose Rapid Gun Systems because these guys are really focused on customer service. We got a lot of one-on-one attention, and this allowed us to get up and running quickly. We're sure we have the right system for our store.**

MANAGE CUSTOMER RELATIONSHIPS LIKE NEVER BEFORE

Rapid Gun Systems' email marketing integrations assist you in transforming good customers into great customers. You'll be able to send manual and automated communications to customers while simultaneously analyzing their behaviors— offering you the ability to appropriately upsell, remarket, and establish further credibility with your customers.
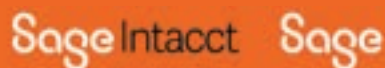
BUILD YOUR BRAND LOYALTY

Give your customers a reason to keep coming back by utilizing our integrated gift card, membership, and loyalty program features. With Rapid Gun Systems you can create multiple programs based on your business requirements—giving you the opportunity to customize the benefits of the programs to each of your target markets, including volume-based rewards, military and law enforcement discounts, and customer incentives such as "double-point days."

STREAMLINE ACCOUNTING PROCESSES

Seamlessly integrate Rapid Gun Systems into your firearm business accounting. Transfer data effortlessly and precisely into your accounting system.

ENHANCE AS YOU PLEASE

Flexibility and adaptability are our strengths. We will customize Rapid Gun Systems to meet the individual needs of your business, including simultaneous integration with multiple eCommerce platforms. Our list of integrations continues to grow and we have many enhancements available to supercharge our solution. If we don't have it, we can create it. And, we play well with others!

WORKING WITH THE RAPID TEAM

We value personal relationships.
From a dedicated sales consultant to assigned project managers for implementation and training, you'll never feel like just another customer. You are part of our family.

We always put our best foot forward.
Negotiating pricing is never fun, but we do our best to make the discussion as painless as possible. We always offer our best price up front and we work with your budget. We promise no surprises.

We don't believe in high-pressure sales.
We want to share with you what we've created and if it aligns with your business goals, great. If you decide the timing isn't right, we'll wait.

We'll never sell you something you don't need.
POS systems are complicated, but we do everything we can to get you exactly what you need now. You can always add features and functionality down the road and we do our best to work with your existing hardware.

We are in the "solutions" business.
We never say no to a good challenge and we look forward to developing a creative solution that meets your requirements and budget.

PROUD PARTNER OF: NRA · SHOOTING SPORTS · NBS Nation's Best Sports

CONTACT US TODAY FOR MORE INFORMATION AND TO SEE A DEMO.

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