

# QUICKSTART FOR BUSINESSES



*THIS IS A HELPFUL GUIDE FOR:*

## **PAWN, SECONDHAND, SCRAP METAL RECYCLERS AND INTERNET DROP-OFF STORES**

INTERESTED IN MEETING LOCAL AND FEDERAL REPORTING  
REQUIREMENTS IN A USER-FRIENDLY, SECURE AND COST-FREE MANNER

More than 1600 **Law Enforcement Agencies** in 35 states currently use **LEADS**ONLINE****. These agencies benefit from cost-savings and enhanced investigative effectiveness, resulting in safer communities.

**LEADS**ONLINE**** is the nation's largest and most trusted electronic reporting system, assisting more than 7000 businesses across the United States in meeting local and federal reporting requirements.

The system is secure, simple, and is provided  
**at no cost to stores.**

## WELCOME!

Your local law enforcement agency may have asked your business to begin uploading to **LeadsOnline** to meet local reporting requirements. Electronic reporting via **LeadsOnline** eliminates the hassle, cost and security issues (for you and the City) of submitting paper ticket copies, diskettes or keeping a log/journal.

You may also have heard from your state or national pawnbrokers' association about our complimentary SDN Check service. Here's the scoop on that important topic:

Regulated financial institutions (including pawnbrokers) are required by federal law to regularly compare their customer names to the U.S. Department of Treasury's SDN (Specially Designated Nationals) List. The List contains thousands of names and aliases of individuals that have been designated by the Treasury Department as known terrorists and/or drug traffickers. Failure to report matches to Treasury can result in large fines, and in certain circumstances, criminal prosecution.


Consulting the SDN List regularly can be tedious, burdensome and expensive for businesses. For this reason, **LeadsOnline** provides the ability to automatically check your customer names against the current (updated daily) SDN List, and will provide you a report of any potential name matches. With a name match, you then can determine whether or not your customer is indeed a person Treasury has identified on the List, per the guidelines provided by Treasury and in accordance with your own business practices.

The **LeadsOnline** SDN Check, as with all services we provide to business owners, is secure and complimentary for stores that transmit their daily transactions to **LeadsOnline**.

Regardless of why you're reading this today, we're glad for the opportunity to be of service. We promise to take excellent care of your customers' confidential information. Contact us anytime for answers to questions or help with any needs you might have.

## HOW DO I REPORT TRANSACTIONS ELECTRONICALLY?

### SIMPLY REGISTER!

1. Go to the **LEADS ONLINE** website: [www.leadsonline.com](http://www.leadsonline.com)
2. Click on the black button that reads, "Businesses Sign Up Free." 
3. Read the terms & conditions, and check the "I have read and agree" box.
4. Fill in your store's basic information and click the "Submit" button.
5. You'll receive an email confirmation of your registration. We'll then verify the information you submitted and will be in touch to show you how to use the system.
6. If you need assistance setting up your account, call **LEADS ONLINE** at 800.311.2656.

## INSTRUCTIONS FOR UPLOADING USING YOUR EXISTING STORE SOFTWARE

1. Create the file or “police report” in your point of sale software. If you have questions about how to do this, just call our Client Support Team toll-free at 800.311.2656.
2. Save the file. Be sure to save to a location that you can easily find (ie: floppy disk, CD, USB memory drive or your computer desktop).
3. Go to [www.leadsonline.com](http://www.leadsonline.com) and log in, using your user ID and password.
4. You’ll automatically land on the “Upload Data” screen. Now select your store from the drop-down list.
5. Click on the “Browse” button and select the file/police report you created.
6. Click the “Upload” button. The file will be sent to us immediately.
7. You’ll see a message that says, “File has been sent and is being processed.”  
*Voila! You’re done!*

## WITHOUT STORE SOFTWARE

1. Go to [www.leadsonline.com](http://www.leadsonline.com) and log in, using your user ID and password.
2. In the menu bar on the left side of your screen, click on “Ticket Assistant”.
3. Enter your transaction information into the appropriate fields for ticket, customer information and item descriptions. Note: all fields with an asterisk (\*) are required.
4. Click the “Submit Ticket” button after completing each ticket’s information. That’s it!

## TOP 10 MOST FREQUENTLY ASKED QUESTIONS FROM BUSINESSES

### 1. How much is this going to cost me/my business?

*Zero. Goose egg. Nada.* Services provided to businesses by LeadsOnline are free of charge. Law Enforcement pays an annual subscription to use the service.

### 2. What if I don’t have the Internet on the *same computer* as my business software?

Simply save your daily transactions to a disk, CD or USB memory drive. Then put the disk, CD or USB in the machine with Internet access, and send your file. Uploading takes only 30 seconds on average.

### 3. What if I don’t have business software and still do transactions by hand?

If you write transactions by hand, LeadsOnline provides a user-friendly feature called Ticket Assistant to help you easily, rapidly input your daily transactions – it’s a piece of cake to learn to use, and is the product of lots of good suggestions from businesses like yours around the country. As with all our services to businesses, Ticket Assistant is free of charge to you.

#### **4. I have OLD software – will LeadsOnline still work for me?**

Yes, indeed. You need only to be able to save a file of your transactions. You'll be surprised just how flexible our Client Support Team is in working with whatever software you have in place, no matter how...um...old.

#### **5. Who sees my data? Can other stores (my competitors) see it?**

Only authorized law enforcement officials investigating crimes may access data on the LeadsOnline system. This means that no one else – not the shop down the street, and not your momma – can see your company information. Period. And you can't see anyone else's data, either. You can only see the transactions you have sent us, and can do so via our convenient Store Monitor screen.

#### **6. How often should I send my transactions to LeadsOnline?**

LeadsOnline prefers that you upload once daily, as part of opening or closing procedures. It's easier to remember that way, and it takes only 30 seconds.

#### **7. I'm not computer literate. Is this going to be hard for me?**

Many of our clients (both businesses and law enforcement) are not technically savvy – so the answer is “no” – this will not be difficult and “yes” we are here for you with any questions and “no” we'll never charge you a fee, no matter how many times you call! We work very hard to make sure this is easy for you.

#### **8. Do I need to install software on my computer to use LeadsOnline?**

No – LeadsOnline is 100% browser-based, meaning it's accessible only via the Internet, and does not place any software of any kind on your machine.

#### **9. If I upload to LeadsOnline, do I still need to do what I've always done in reporting to my local law enforcement agency?**

It depends upon the circumstance, but generally no. LeadsOnline investigators access the information as needed during investigations, and will follow up with you if additional information is needed.

#### **10. Will my customers be aware that I am uploading?**

No – the system does nothing to alert your customers to the manner in which you meet local reporting requirements. Your transactions are uploaded when you send them to us, in batch, each day.

**If we haven't answered your questions, please email us or call.  
No question is too small or out-of-the-ordinary.**

**[storesupport@leadsonline.com](mailto:storesupport@leadsonline.com)**

**toll-free 800.311.2656**