



ROB STAFSHOLT

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TO: Assembly Committee on State Affairs
FROM: Senator Rob Stafsholt
DATE: December 8, 2021
SUBJECT: Testimony in Favor of Assembly Bill 653

Thank you, Representative Swearingen and members of the Assembly Committee on State Affairs for allowing me to submit testimony in favor of Assembly Bill 653.

Under current law, a pawnbroker must communicate with customers by registered mail at least 30 days before selling an individual's personal property. If the pawnbroker sells the item for more than the value of the loan, the customer must be notified by registered mail that they are due a refund of the surplus.

This legislation will update Wisconsin's pawnbroker statutes and administrative rules to keep up with advances in technology. It allows pawnbrokers to send notices of sale and notices of surplus by registered mail or other means authorized under DFI's rules. The bill specifically allows a pawnbroker to provide notice by electronic mail or text message if all of the following requirements are met:

1. The pawnbroker receives the customer's written consent to receive notices by electronic mail or text message, which consent must state that the customer has the right to withdraw the consent and must be signed by the customer, except that no separate signature is required if the pawnbroker receives authorization by electronic mail or text message from the customer's electronic mail address or telephone number;
2. The pawnbroker requires at the time of the consent that the customer verify, using a specified method, the customer's electronic mail address or telephone number;
3. The pawnbroker retains records of the electronic mail or text message notices sent;
4. The pawnbroker sends notice to the customer's physical mailing address if the electronic mail or text message delivery fails or if the customer withdraws consent to receive notice by electronic mail or text message.

Thank you, members. I ask for your support and would be happy to answer any questions.

State of Wisconsin Electronic Pawn Notifications



Proposed Pawn America Notification Process Flow

1

COMPANY OVERVIEW

- Founded by Brad Rixmann in 1991
- Started in a single, modest, 900 square-foot location in Robbinsdale
- Grown to 16 Pawn America stores in two states (MN/WI)
- Employs 192 wonderful staff members
- Modern retailer with industry leading e-commerce practices



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PAWN AMERICA COMPANY OVERVIEW

- Pawn America is always looking forward, finding ways to improve,
- chooses locations in thriving areas of a community, where every retailer wants to be,
- want our neighbors to be glad we moved in,
- want to be seen as part of the community's bright future,
- values strong partnerships with our communities and local law enforcement agencies.



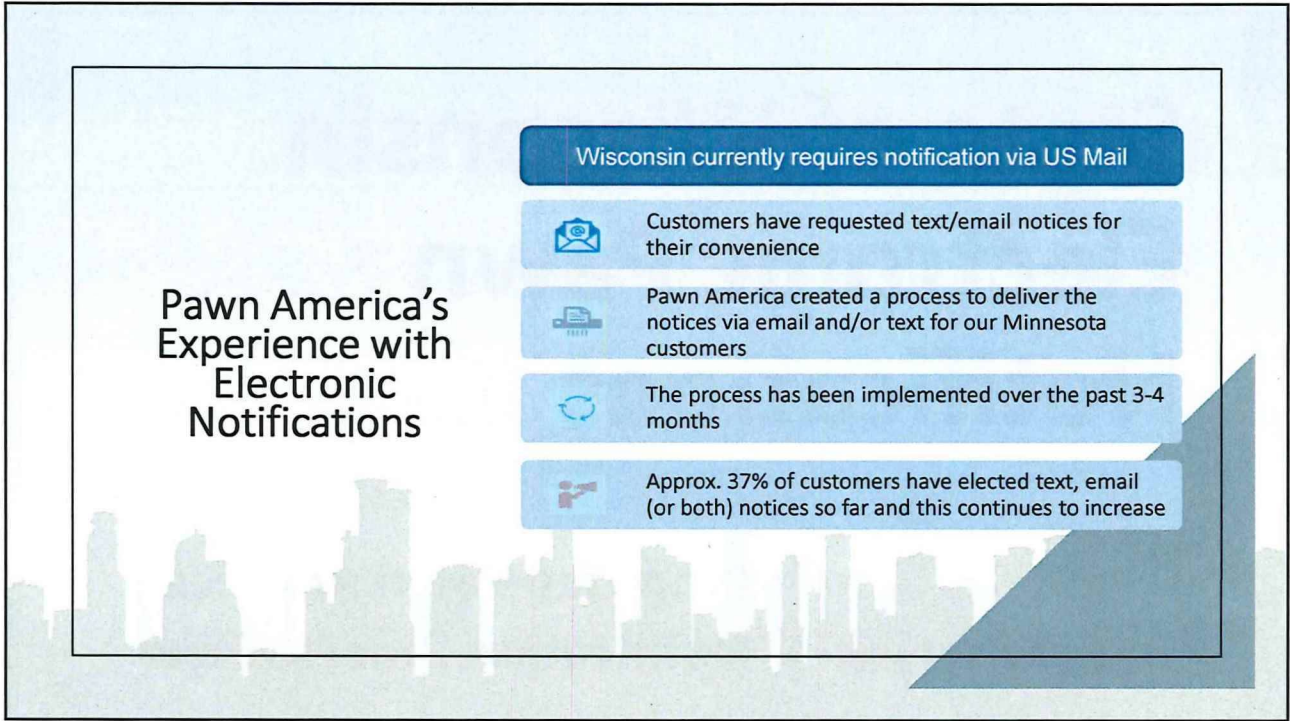
3

CURRENT MARKET

- Modernizing our business practices is an ongoing effort
- Customers are asking for cutting edge conveniences (not unlike banks, restaurants, etc.)
- Meeting our customer expectations is essential, builds loyalty and repeat business
- Pawn America, like all pawn businesses, is also a green company (predominantly via product reuse) – in this case we are seeking to significantly reduce, if not eliminate, the use of paper.



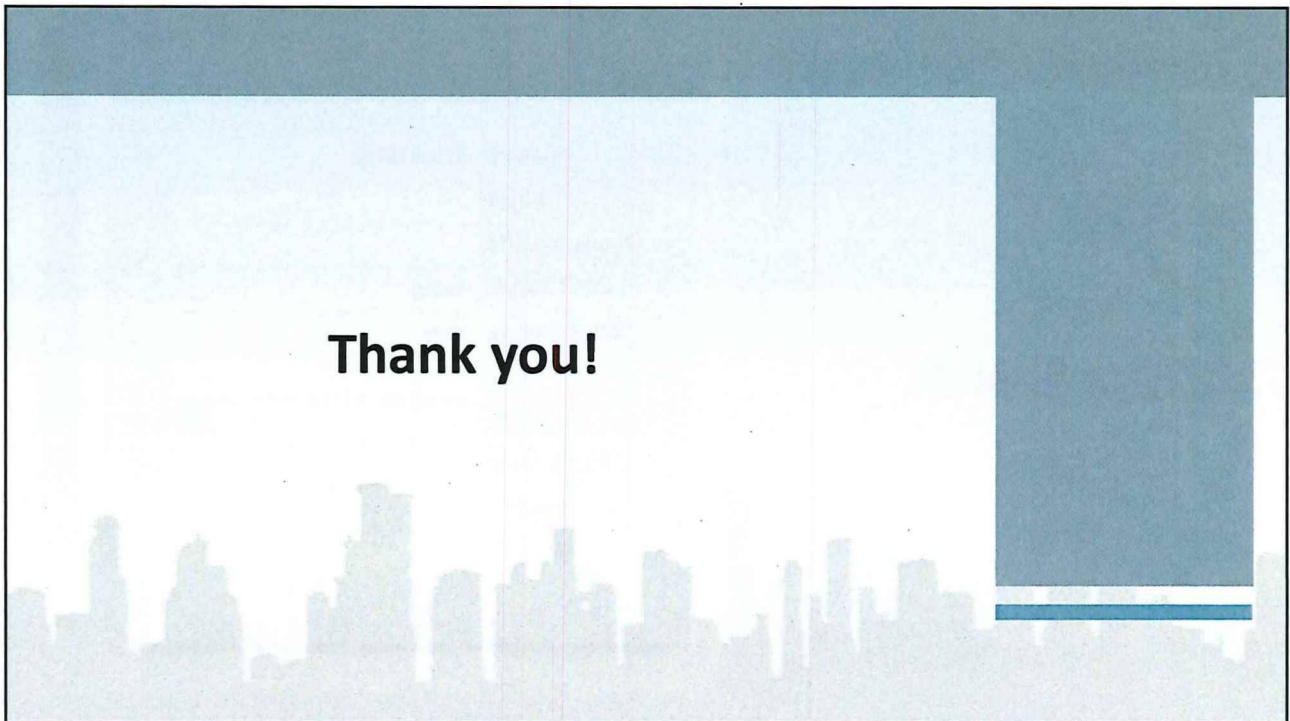
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Pawn America's Experience with Electronic Notifications

- Wisconsin currently requires notification via US Mail
- Customers have requested text/email notices for their convenience
- Pawn America created a process to deliver the notices via email and/or text for our Minnesota customers
- The process has been implemented over the past 3-4 months
- Approx. 37% of customers have elected text, email (or both) notices so far and this continues to increase

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Thank you!

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State of Wisconsin Electronic Pawn Notifications



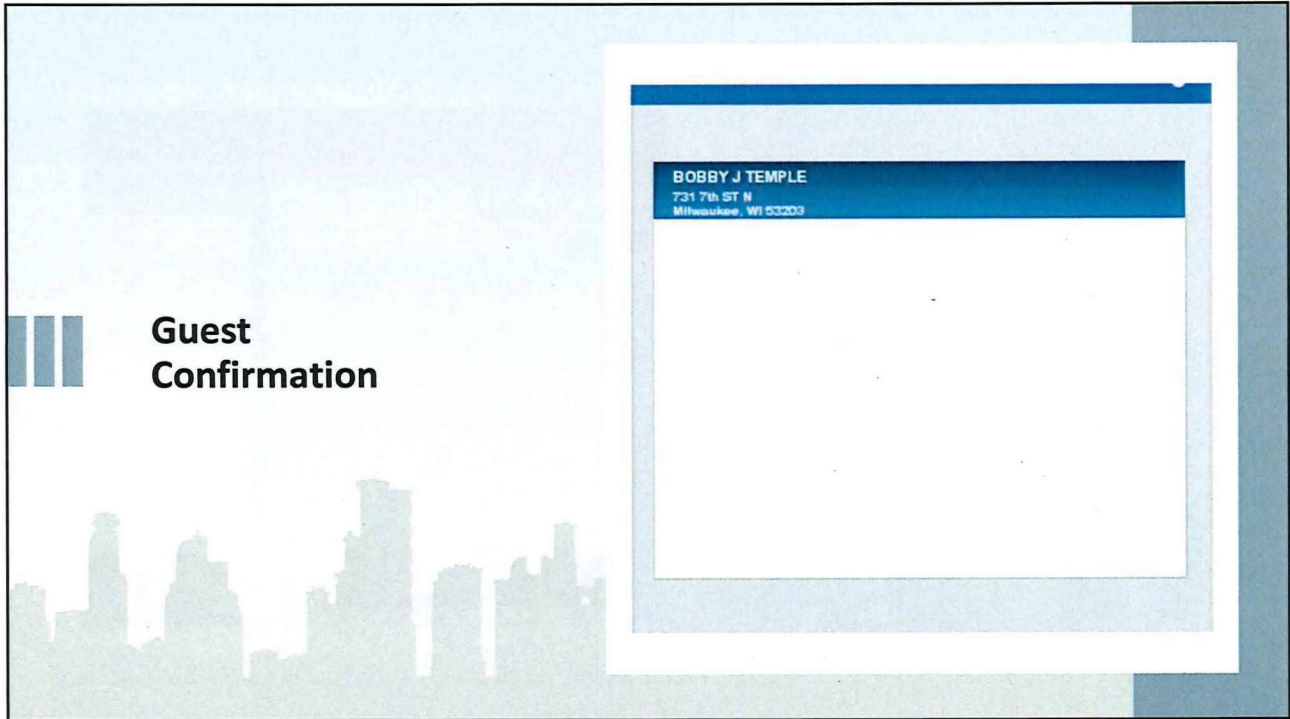
Proposed Pawn America
Notification Process Flow

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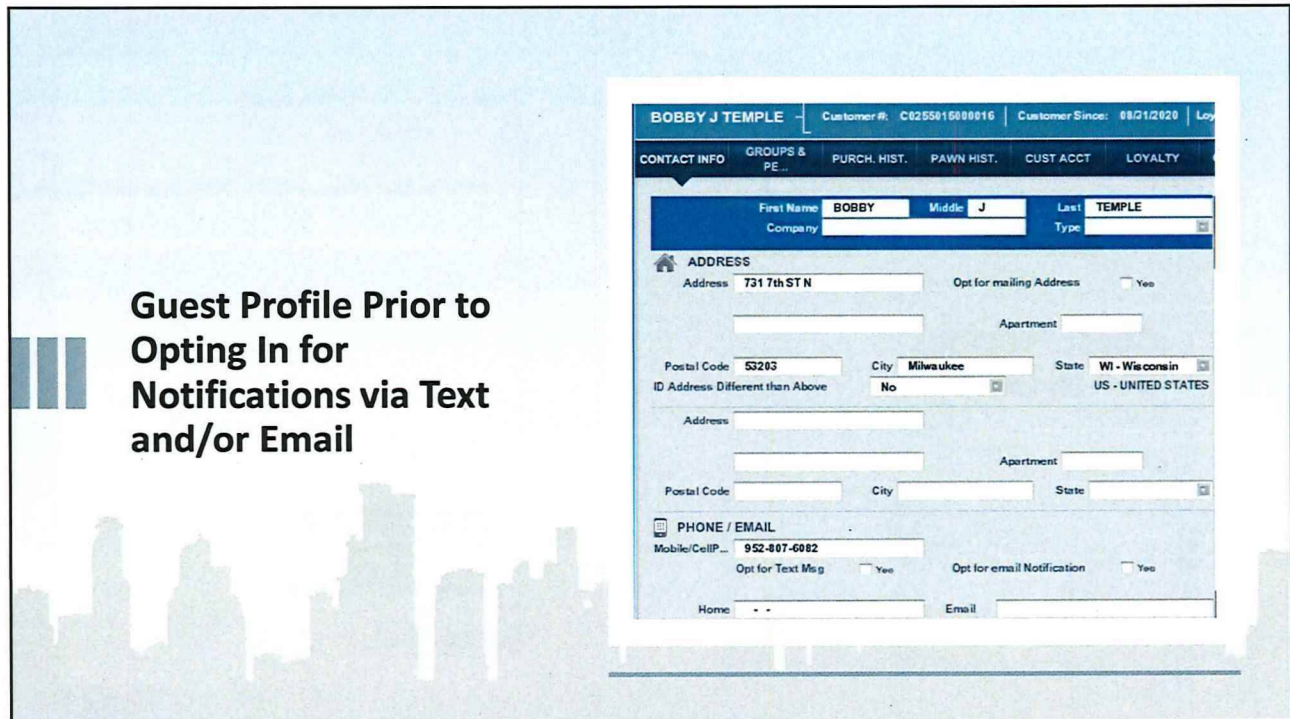
Guest Search

| | |
|-----------------|----------------------|
| Phone # | 9528076082 |
| Email | |
| Driver Lic. ID# | |
| LAST NAME | Temp |
| FIRST NAME | Bob |
| City | |
| State | <input type="text"/> |
| Postal Code | |
| Loyalty # | |
| Customer # | |

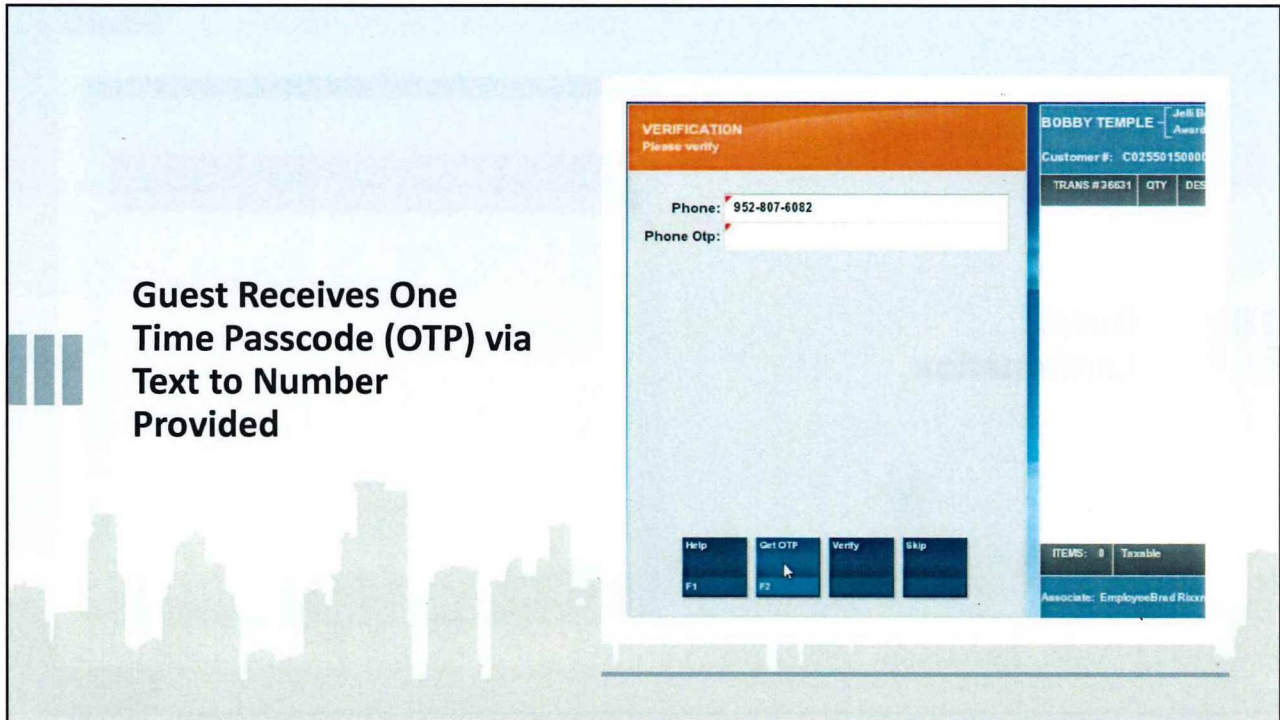
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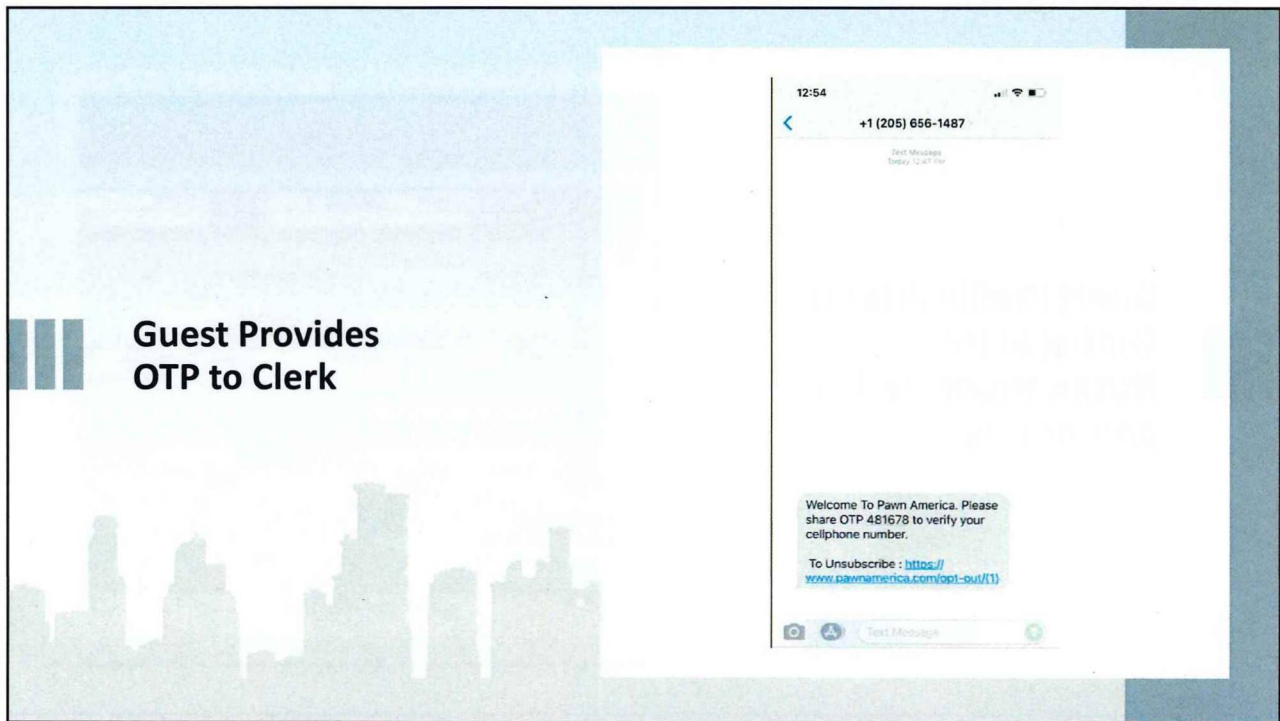
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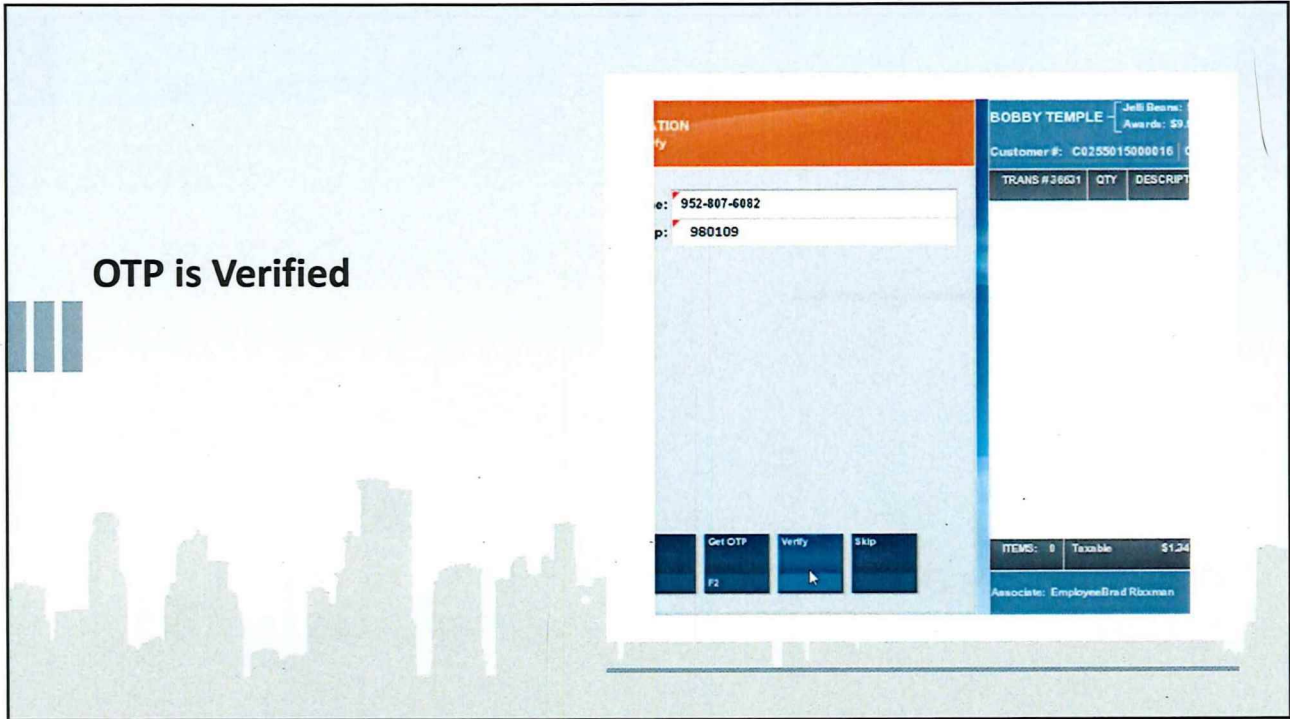
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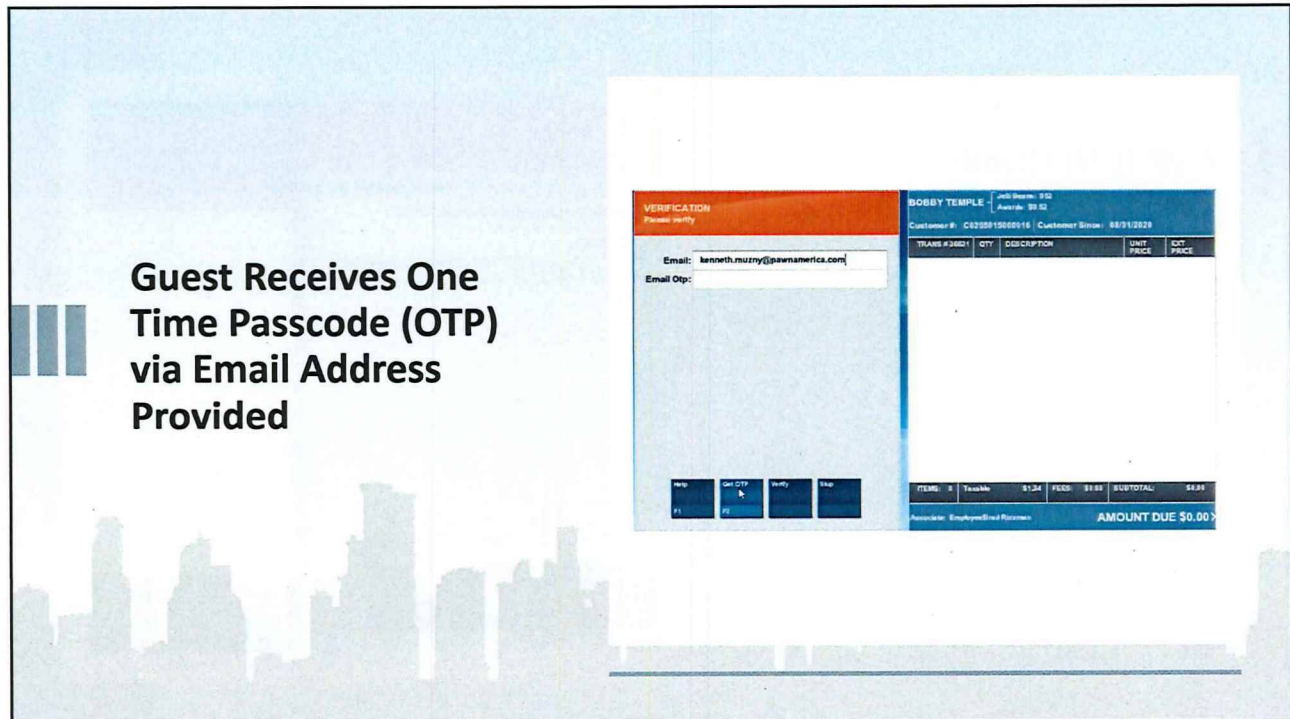
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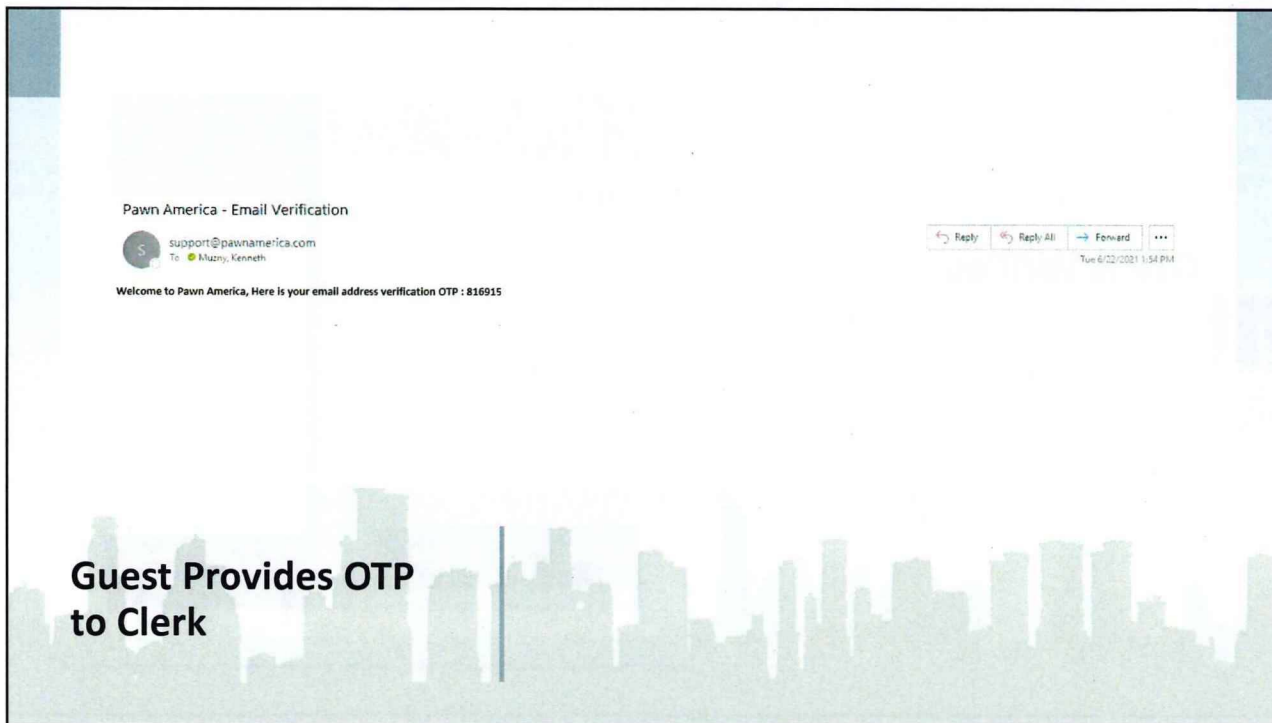
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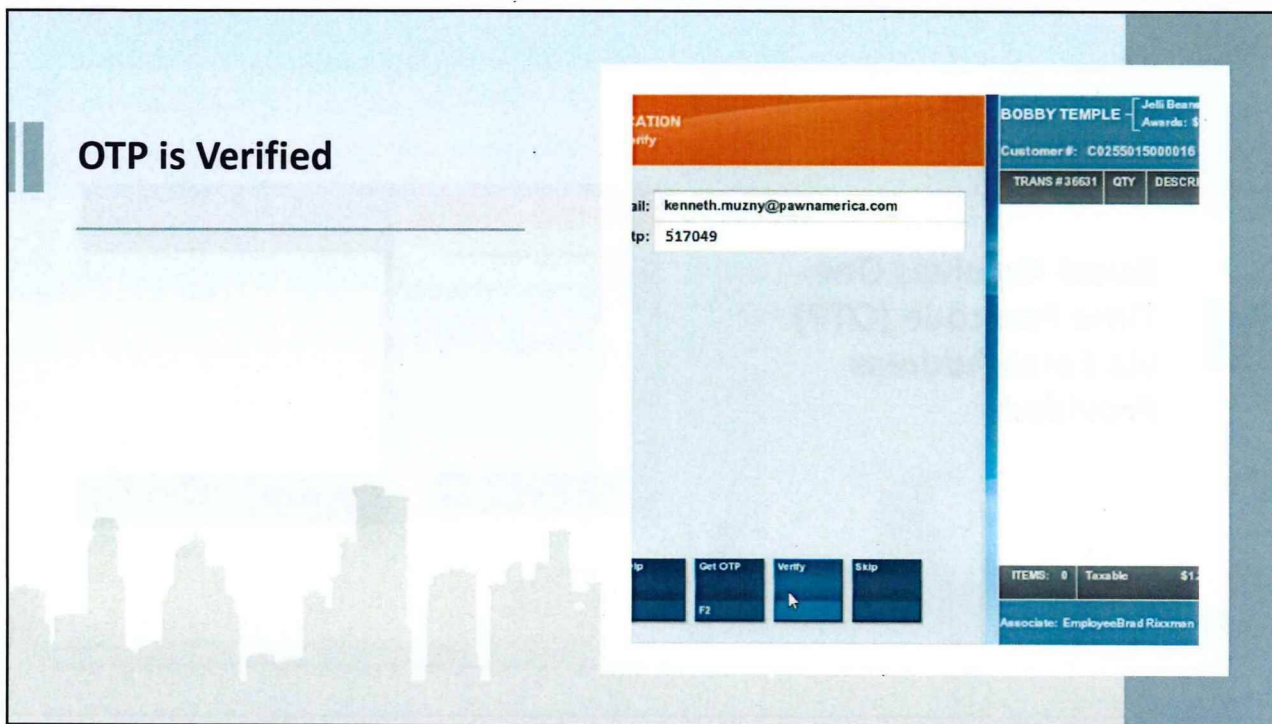
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BOBBY J TEMPLE Customer # C82591948918 Customer Since 8/31/2020 Loyalty Points 992

CONTACT INFO GROUPS & FC PURCH HIST PAWN HIST CUST ACCT LOYALTY COMMENTS CHECK HIST ADDRESSES FINGERPRINT

First Name: **BOBBY** Middle: **J** Last: **TEMPLE** Company: Type:

ADDRESS
Address: 721 7th ST N Opt for mailing Address: Yes
Apartment:
Postal Code: 52262 City: Milwaukee State: WI - Wisconsin
ID Address Different than Above: No US - UNITED STATES
Address:
Apartment:
Postal Code: City: State:

PHONE / EMAIL
Mobile/Cel#: 92-467-6882 Opt for Text Msg: Yes Opt for email Notification: Yes
Home: Email: kennethmuzzy@pawnamerica.com

Activity Stream

- Today: BOBBY bought 2 items for a total of \$1,813.98
CHAINS STL 026.11236754146
VDEK.OTHER.NONE.NONE.25 DVD5. ALIAS.
QUARANTINE. TWISTER. MADEA GOES TO
- Jan 15: BOBBY bought 1 item for a total of \$20.00
1 - DVD
- Jan 15: BOBBY returned 1 item for a total of \$1,199.99
RNG_WED.1TW.14K.WG.4.34D.1.DIA.S.8.7C.
BOBBY bought 2 items for a total of \$2,199.99
RNG_WED.1TW.14K.WG.4.34D.1.DIA.S.8.7C.
BRACEL.LINK.19K.WG.4.56D
- Dec 20: BOBBY bought 1 item for a total of \$11.11
1 - DVD
- Dec 19: BOBBY bought 7 items for a total of \$622.94
1.KY.G.RNG.G.W.A.M.M.D.BURBLS.M

Guest Profile After Opting In

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VeriFone

Please Sign In The Box Below
ARBITRATION AGREEMENT
By signing below, you acknowledge receiving the attached arbitration agreement which is part of this agreement

Bobby Temple

The Guest Electronically signs to Accept the Terms of any New Agreement

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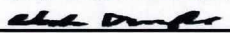
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Included in the Agreement are the Notification Terms

You authorize us to call any telephone number you have given us or you give to us in the future and to play prerecorded messages with information about the Pawn Agreement over the phone. You also give us permission to communicate such information to you by e-mail or Text Message. You understand that, when you receive such calls or e-mails, or Text messages, you may incur a charge from the company that provides you with telecommunications, wireless and/or internet services. You agree that we will not be liable to you for any fees, inconvenience, annoyance, or loss of privacy in connection with such calls or e-mails or Text messages. You understand that anyone with access to your telephone, answering machine or email account may listen to or read the messages, notwithstanding our efforts to communicate only with you. This authorization is part of this Agreement and we do not intend it to be revocable. However, to the extent we are required by applicable law to allow you to revoke your consent to these automatic reminders, you may do so by contacting us at 1-952-252-9199 or by visiting <https://myaccount.pawnamerica.com> or by writing to Pawn America Minnesota, LLC.

| | |
|--|---|
| By signing below, you the Pledgor, also authorize _____ _____ Original Pledgor's Signature _____ Date _____ Official Notary Signature and Seal _____ Date _____ | IDENTIFICATION OTHER THAN PLEDGOR Name (Last Name First) _____ Address/Telephone No. _____ Driver's Lic. No. _____ Other I.D. Type and No. _____ |
|--|---|

By signing below, you acknowledge receiving the attached arbitration agreement which is a part of this Agreement.


 Pledgor's Signature

 Date
 05/20/2021

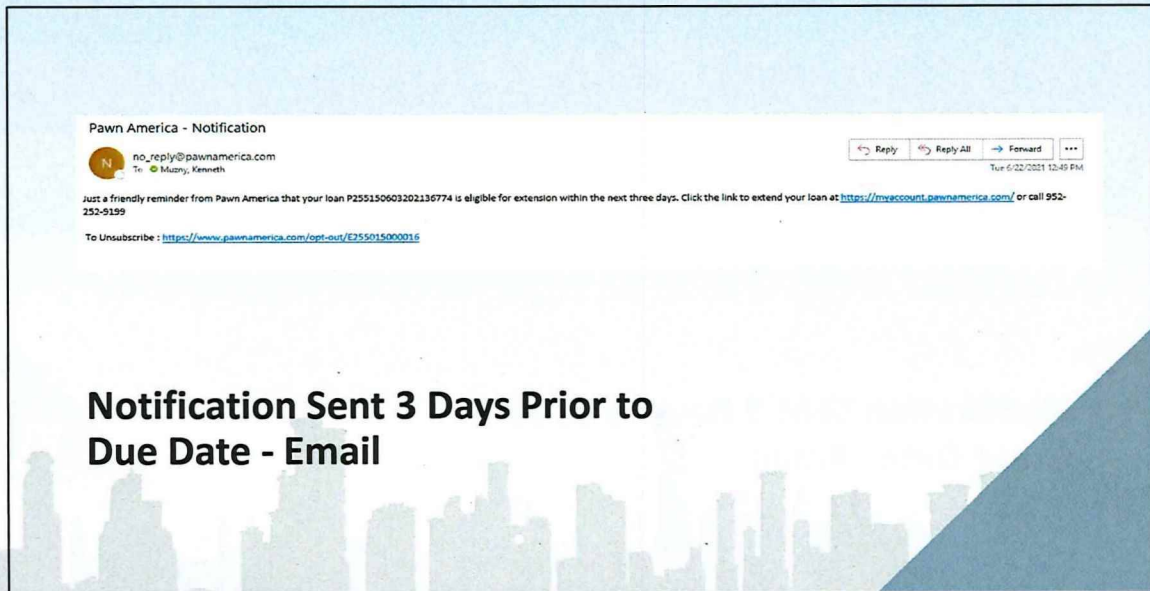
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The next few slides are sample of the type of notifications that can be sent.

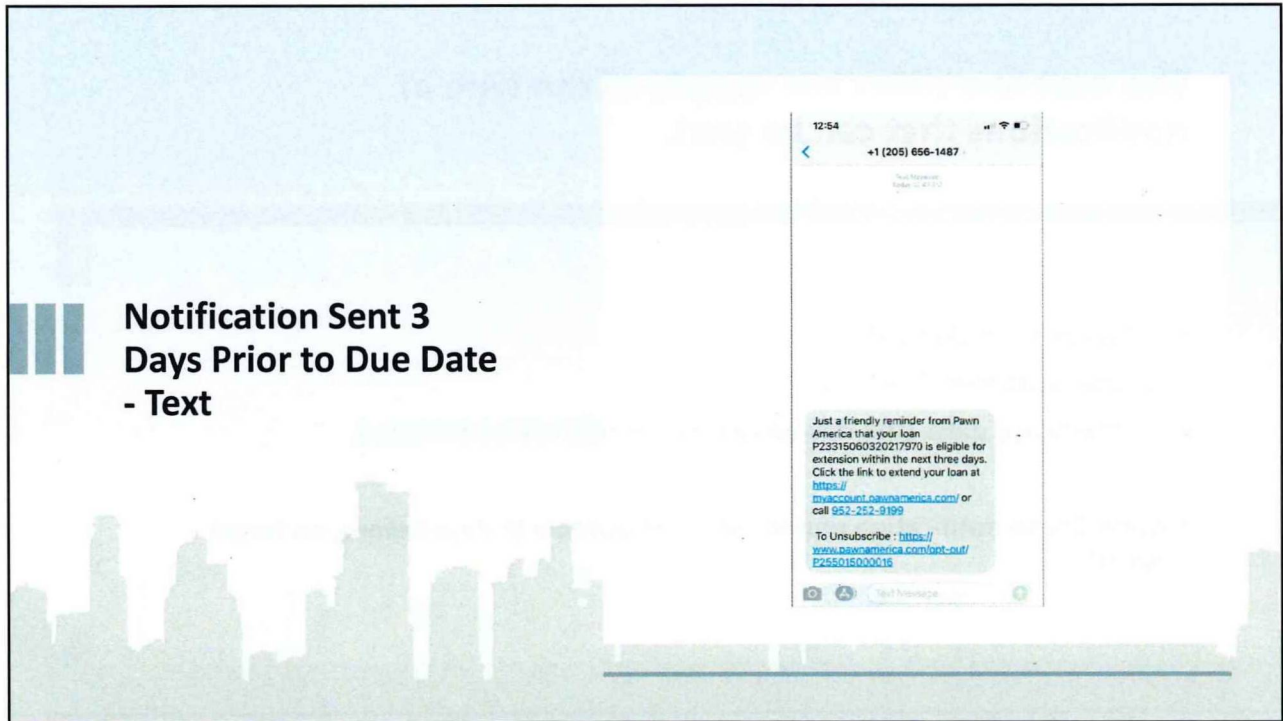
- 3 days prior to Due Date
- On the customers Due Date
- On the Grace date. (the day before the item(s) will be forfeited.

- Note: These notification periods are configurable (X days before, on target dates)

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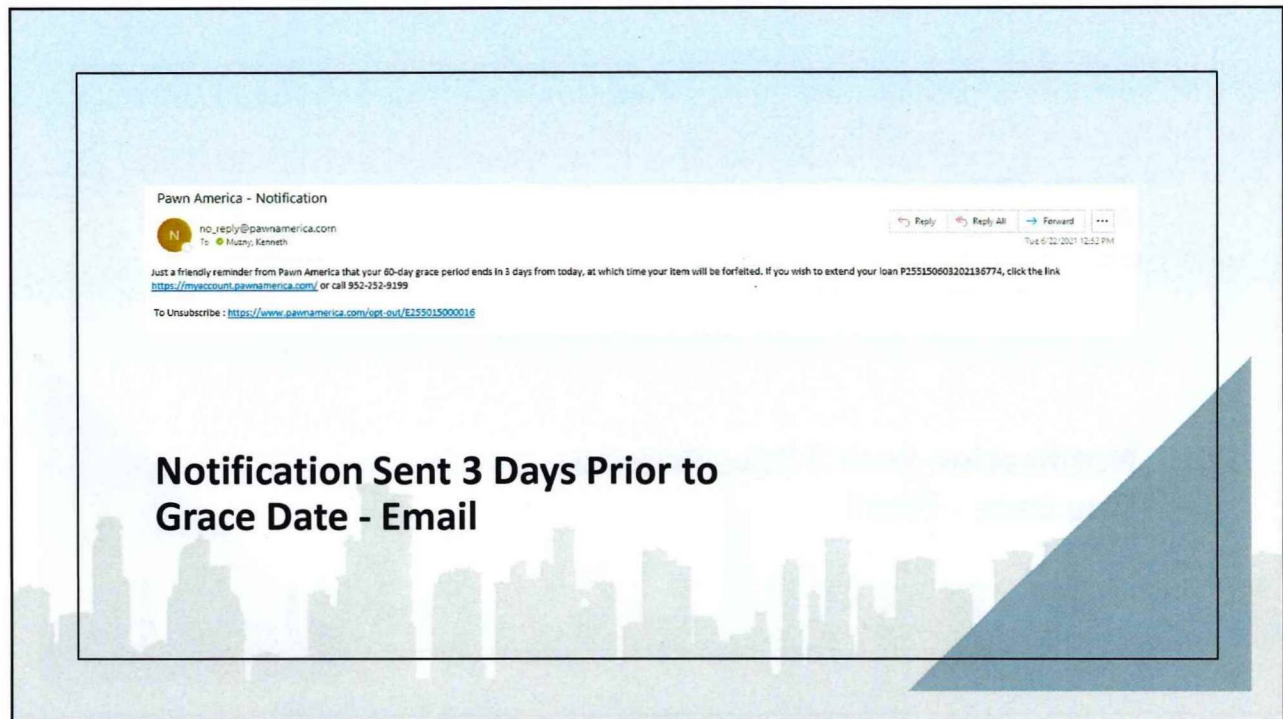


22



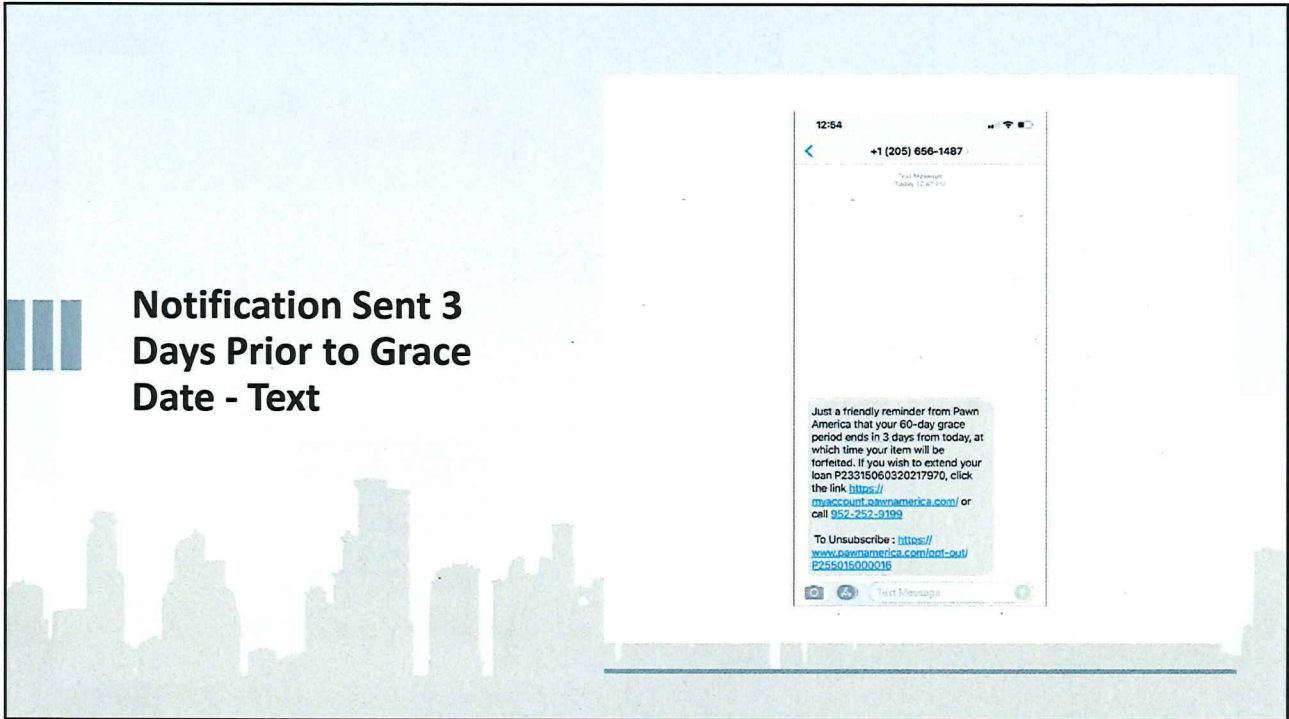
Notification Sent 3 Days Prior to Due Date - Text

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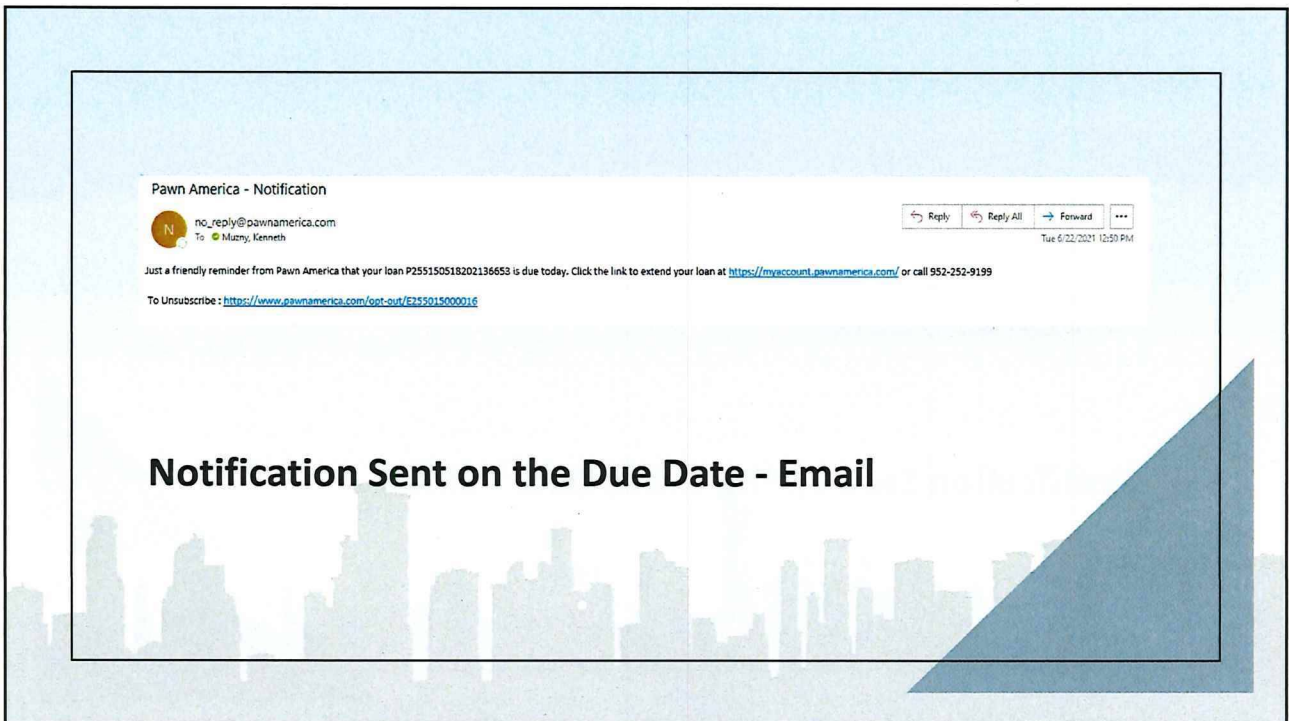
Notification Sent 3 Days Prior to Grace Date - Email

24



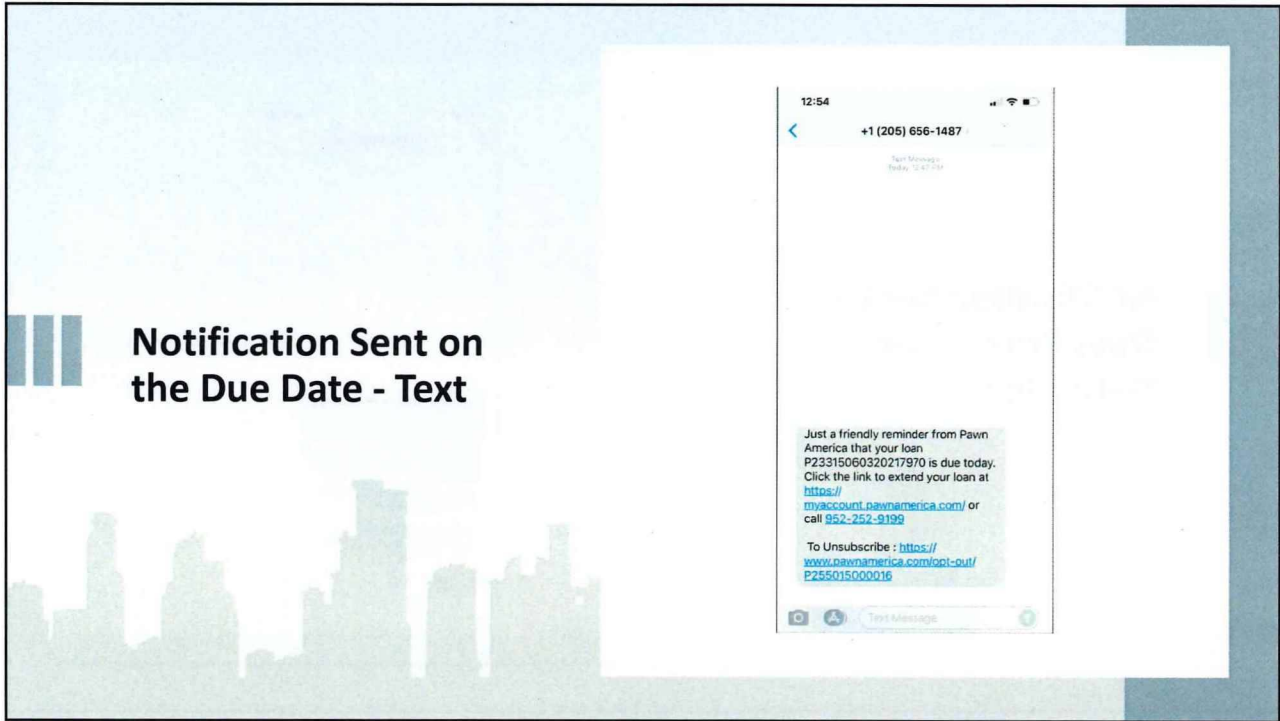
Notification Sent 3 Days Prior to Grace Date - Text

25



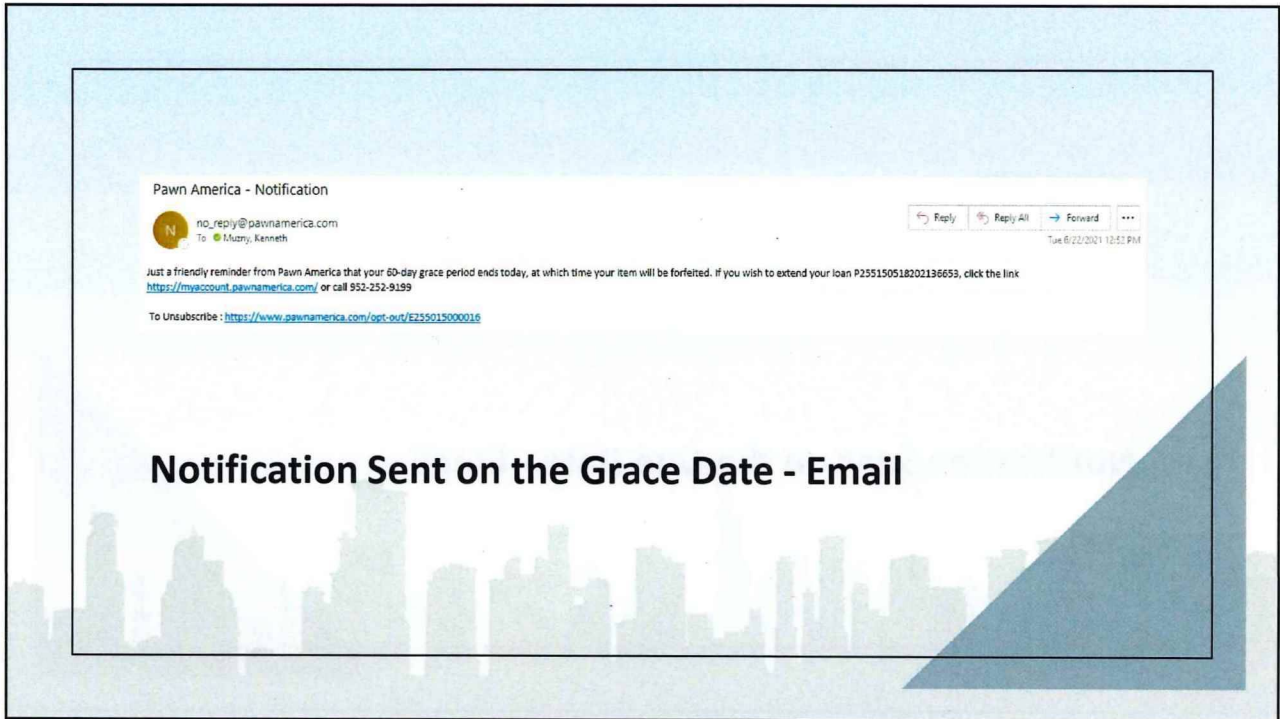
Notification Sent on the Due Date - Email

26



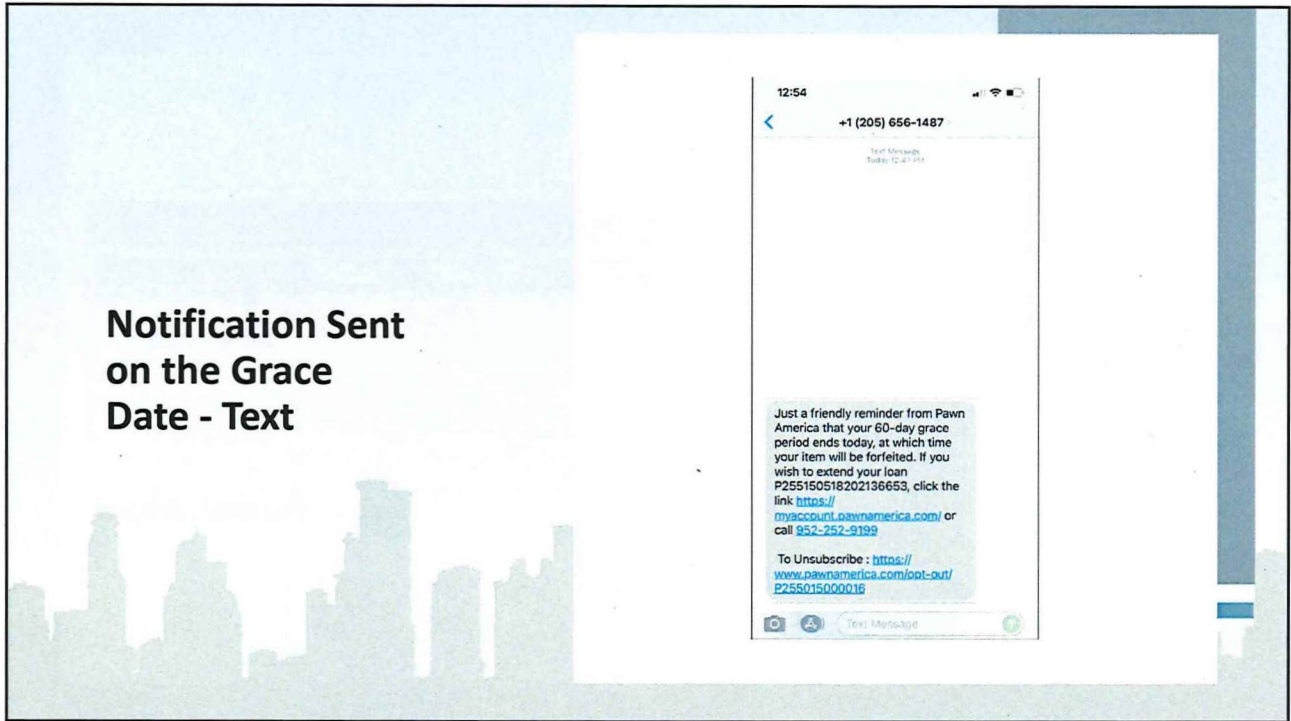
Notification Sent on the Due Date - Text

27

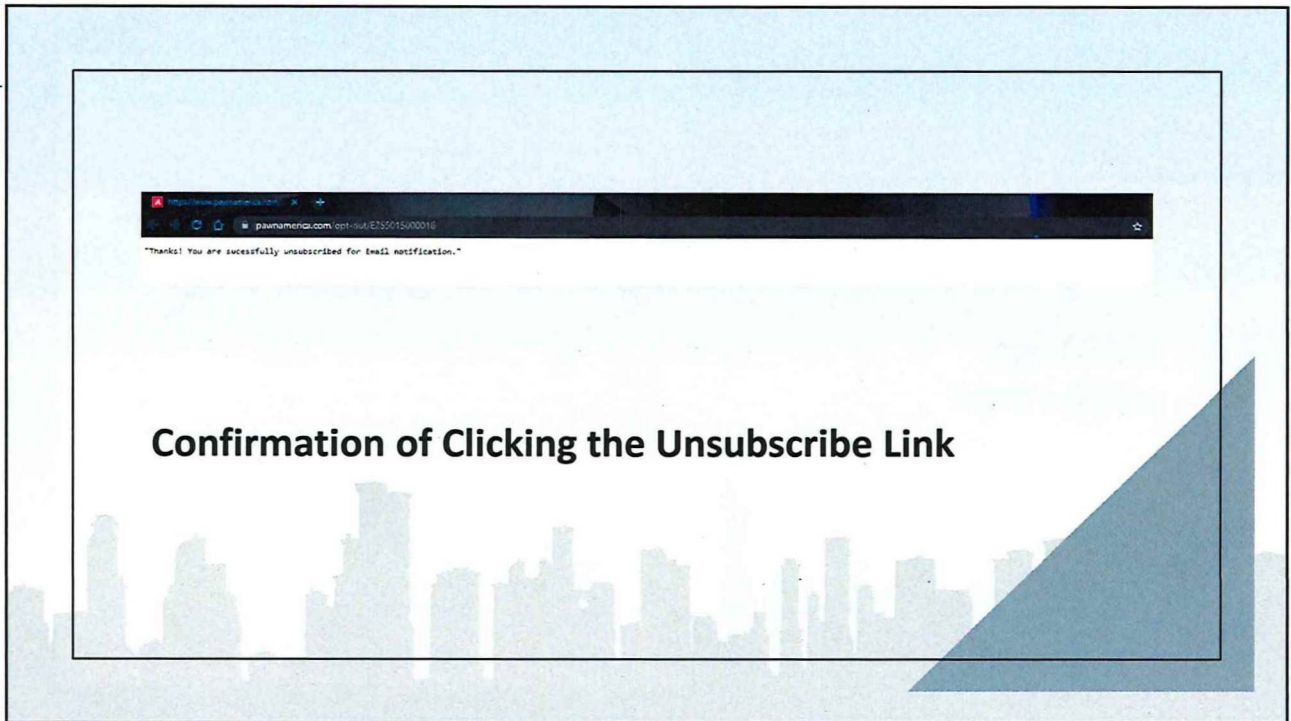


Notification Sent on the Grace Date - Email

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Guest Profile After Opting Out

The screenshot displays a user profile for BOBBY J TEMPLE. The profile includes fields for First Name, Last Name, Address, Phone, and Email. The address is 731 7th St N, Milwaukee, WI. The activity stream on the right shows several purchases, including items like 'CHANG SHIL D2L1122973414C' and 'YORK OTHER BONELESS 21 DVD ALIAS QUARANTINE TWISTER, MADEA GOES TO'.

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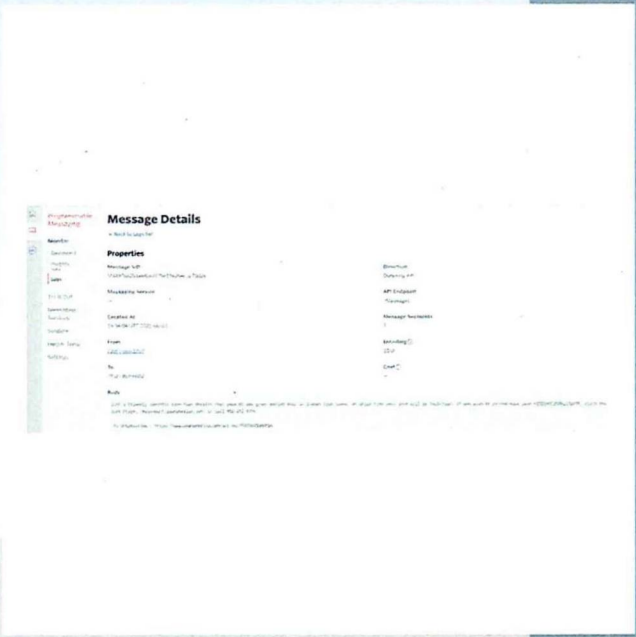
SMS Logs will be kept

The screenshot shows a table titled 'Programmable Messaging Logs'. The table has columns for Date, Type, Sender, Recipient, Message ID, and Status. The data rows show various messages sent to recipients in Milwaukee, WI, with statuses ranging from 'Delivered' to 'Failed'.

| Date | Type | Sender | Recipient | Message ID | Status |
|---------------------|------|--------------|--------------|------------|-----------|
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000001 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000002 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000003 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000004 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000005 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000006 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000007 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000008 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000009 | Delivered |
| 2021-12-08 10:00:00 | Text | 731-7th St N | 731-7th St N | 1000000010 | Delivered |

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SMS Log Detail



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Thank You!

Questions?

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