

ParkInAll ParkPass Example Return on Investment

PayByPhone + ParkPass

Monthly Revenue:

Number of stalls	20
revenue per stall	\$2
days in a month	30
Revenue:	\$1,200

Visitor Stalls available for parking
 average revenue per day from extra parking charges
 number of days in a month when users park

Monthly Expenses:

ParkPass	\$50
POI	\$516
Expenses:	\$566

Monthly charge for the service
 43% net PayByPhone revenues withheld

Setup Costs:

number of signs	9
cost per sign	\$50
Installation	\$50
Total Signage:	\$900

towing sign, bylaw sign, ParkPass sign * 3

PayByPhone	\$200
Total Setup:	\$1,100

Lot Setup

End User Costs:

35 cents

Per PayByPhone charge to the user per transaction

Profit Per month

Revenue:	\$1,200
Expenses	\$566
Profit:	\$634

ROI

Setup fees:	\$1,100
Profit per month:	\$634
ROI:	1.7

Return on Investment

investment is returned in 2 months.

Notes:

If parking is \$2 per hour, or \$12 for a day, the user is charged \$2.35 or \$12.35 to include the PayByPhone processing fee
 43% net PayByPhone revenues goes to: 17% Gov BC Parking Tax, 5% GST, 5% Visa Processing, 16% POI overhead

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