



Company Profile

Location:
Pell City, Alabama

Number of Stores: 2

Previous Software:
PawnMaster Classic

SWIFT RETURNS:

How One Pawnshop Saw Instant Growth with Bravo

“We've built our reputation on trust and great service, but we knew we needed to modernize to stay competitive.

After years with PawnMaster Classic, we switched to Bravo's cloud-based system. It was a game-changer. We streamlined our operations, enhanced our customer service, and saw growth almost immediately. Best of all, we did it without losing the personal touch our community values.”

Nathan Smith
Owner, Pell City Pawn



LEARN ABOUT PELL CITY PAWN

Established in 2012, Pell City Pawn is the oldest pawnshop in Pell City, Alabama, and has become a trusted name throughout St. Clair County. Known for their fair deals and wide range of services including jewelry, firearms, and electronics, they've built a reputation for honesty and reliability in their community.

Despite their established presence, Pell City Pawn recognized the need to stay relevant in a rapidly changing market. They understood that adopting modern technology was crucial to maintain their competitive edge and continue serving their customers effectively in the digital age.



YEAR ONE PERFORMANCE SNAPSHOT

Bravo enabled Pell City Pawn to achieve significant growth, streamline operations, and enhance customer engagement from day one, resulting in near **immediate return on investment.**



Sales increased
40%
in the first 6 months



New loans grew
26%
in the first year



300+
new MobilePawn
activations by
customers



Redemption
rates increased
75%



Pawn Service
Charges (PSC)
increased nearly
76%

THE IMPACT

In just one year with Bravo, Pell City Pawn saw significant and consistent improvements across key business metrics. The rapid adoption of MobilePawn, steady growth in sales, loans, and pawn service charges demonstrate the immediate and ongoing positive impact of implementing Bravo's solution.

With a strong first year as a foundation, Pell City Pawn is well-positioned for continued growth. The business plans to further leverage Bravo's data-driven insights to refine strategies and enhance customer experiences in the coming years.