

### **Business owners and service providers:**

1. Accept mobile payments
2. Easily create a free listing for your business or service with a few simple clicks (Great for restaurants, boutiques, barbers, salons, martial arts studios and more).
3. Post your hours of operation, photos, directions and more
4. Ditch the salon booking apps. Book and manage all your appointments from your easy-to-use personal profile.
5. Manage your restaurant reservations from your personal profile
6. Service providers can send out email notifications or reminders of client's appointment date and time.
7. Track and manage your online payments with our virtual wallet tool.
8. Advertising is simple. Send out daily, weekly or monthly discounts and offers to retain customer loyalty.
9. Link your facebook, twitter and instagram accounts to your BlacknMortar profile.

### **Customers:**

1. Book appointments, make restaurant reservations & pay for a service within the app or book your appointment and pay in person the traditional way.
2. Receive promos and discounts from your favorite minority-owned business
3. Read real reviews and post reviews of your past experience. Comments are always welcome.
4. Find black and brown business owners or discover new ones for free.
5. Search and review for free

### **24/7 Booking:**

Ditch the expensive salon booking apps! Set up your credit/debit card, PayPal or Apple Pay accounts, then pay with a few simple clicks. Simply go to your service provider's profile and schedule your desired time and date. You won't be charged until after you've completed your booked appointment.

Don't want to pay through the app, no problem. Simply book your appointment on BlacknMortar and pay in person the ol' fashion way. Notifications will be sent to your email as a reminder. Cancel anytime. All credit/debit card payments are securely processed by Stripe.

### **Fee:**

A 5% referral fee will apply when a client books and pays for an appointment with a service provider. Referral fees are waived if you pay in person. The customer would simply choose 'Pay in Person' after they schedule their date and time.

### **Payment Methods**

All major credit and debit cards are accepted. Not a fan of plastic. No problem. We accept PayPal and Applepay. If your preferred payment method is not accepted, contact us at [info@blacknmortar.com](mailto:info@blacknmortar.com) and we will see if we can make it happen.

### **Barbers & hairstylist profiles:**

Make BlackMortar your go-to app for managing appointments.

Accept electronic payments, keep track of your earnings through our virtual wallet tool, post photos of your work on your personal page, get found easily by hundreds of new and old clients, post your hours and your prices directly on your page.

Link your social media accounts to get the most out of your profile.

### **Claim your business or service on BlacknMortar**

Profiles created without the knowledge of the business owner or service provider are considered '**Unclaimed**'. Unclaimed profiles contain a button labeled, 'Not verified, Claim this listing'. These unclaimed profiles may have photos and reviews of the business made in their name. The business owner can choose to claim this business by clicking the 'Claim this listing', button and filling out the short questionnaire. Once the business is confirmed or claimed by the business owner a green button will appear on the business's profile as confirmation.

