



INNOVATION FOR TAX COLLECTION

The Future Of Payment Collection Is Here

July 19, 2013

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TODAY'S AGENDA

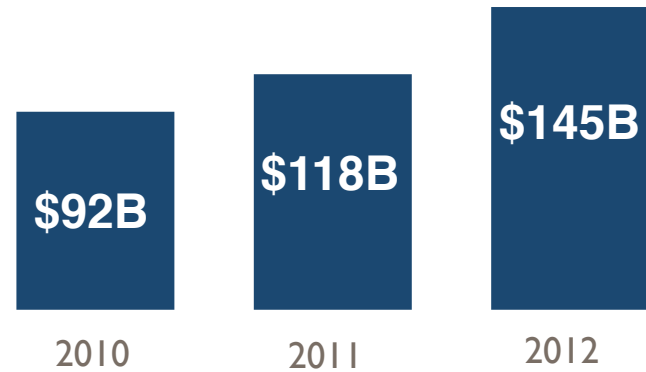
- Introduction to PayPal
- Changing consumer use of technology
- The rise of mobile
- PayPal – changing the world of electronic payments
- Challenges facing local officials
- PayPal and Sturgis Web Services solutions
- Comal County Testimonial

PAYPAL OVERVIEW

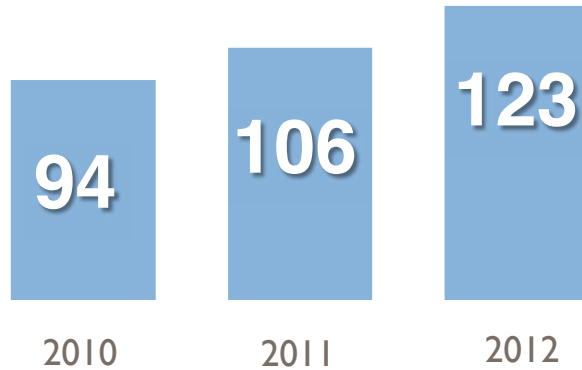
SERVING THE WORLD'S LARGEST BRANDS



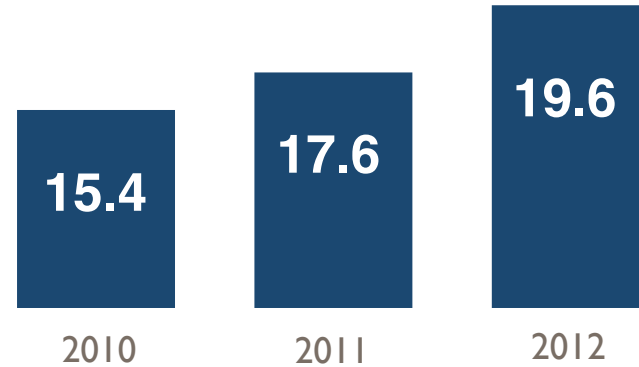
TOTAL PAYMENT VOLUME GROWTH



ACTIVE ACCOUNTS (in MM)



TRANSACTIONS PER ACTIVE ACCOUNT





4 TRENDS SHAPING CONSUMER BEHAVIOR

Mobile



Digital



Local

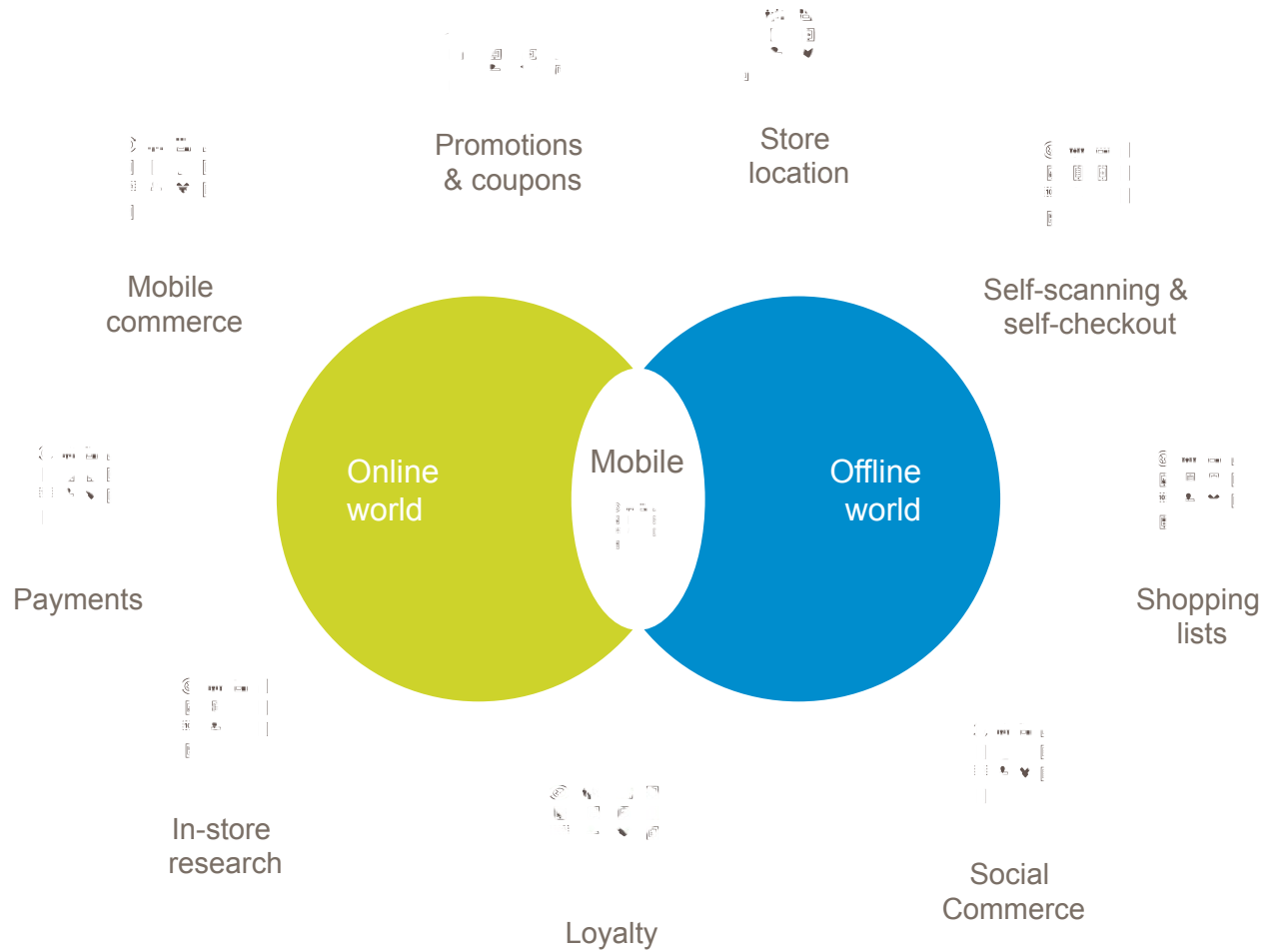


Social



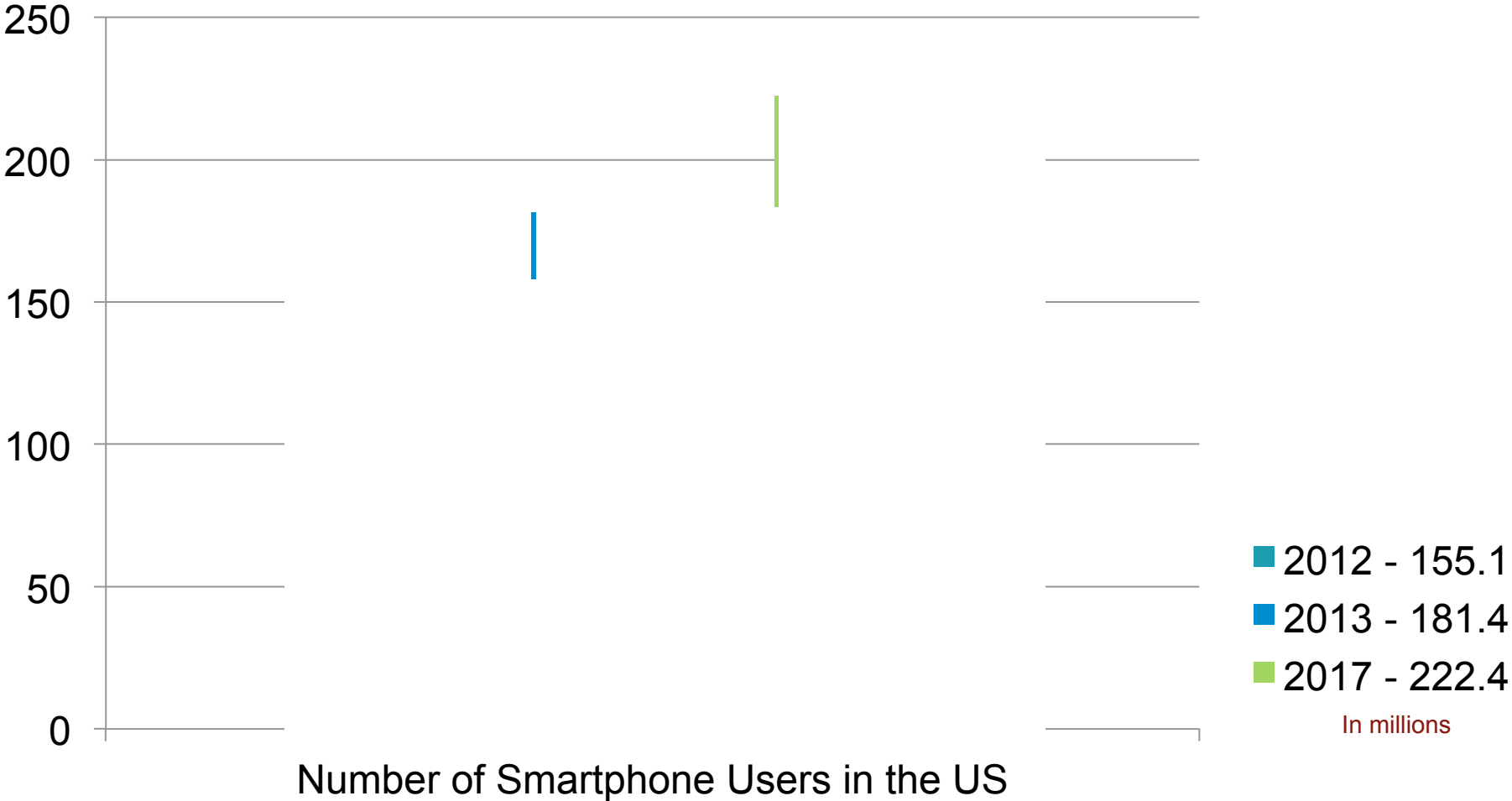


CONSUMERS HAVE A STORE IN THEIR POCKET





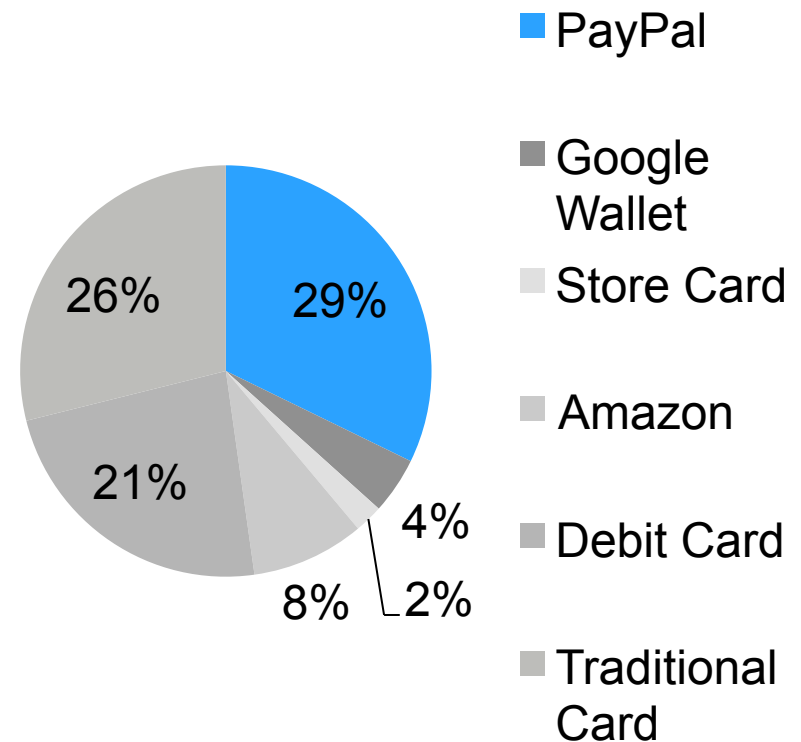
SMARTPHONE USAGE IN THE U.S.



PAYPAL IS THE MARKET LEADER IN MOBILE PAYMENTS

PayPal is the #1 consumer choice for mobile payments

- When asked about mobile purchases, 29% of consumers say they used PayPal – outpacing all major credit card companies combined
- No sharing of sensitive financial data
- 30% increase in mobile conversion



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MANY TAX OFFICES FACE THE SAME KINDS OF CHALLENGES

- Taxpayers requesting **accessible records** available online 24-7
- Taxpayers and escrow agents need **current tax records** that are up-to-date **within minutes**, not days or weeks
- Tax collectors face **critical budget and staffing challenges** and need tools to break down barriers and speed efficiencies to the tax paying public
- Tax collectors want to meet the changing needs and culture of Americans across the country – and their **citizens are going online and using mobile devices**
- Many local offices need improved **point-of-sale transaction technology**, but also need high-quality, less expensive options



SOLUTIONS: PAST, PRESENT & FUTURE

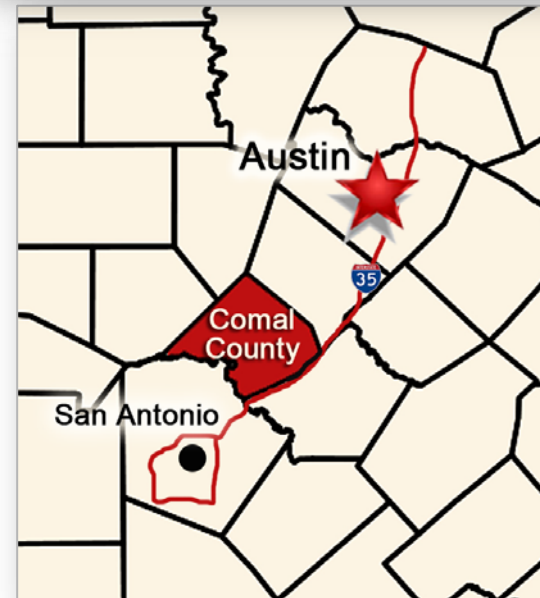
- Past: **Helping Citizens Access Records & Governments Provide Them**
 - Print copies of tax bills and receipts online
 - Use of shopping cart to pay more than one bill at a time
 - Online address change
- Present: **Deployment of Mobile to Optimize Citizen & Government Experience**
 - Mobile Web Optimization
 - Use of embedded QR codes so citizens can pay their bills – on their smartphone and on the go
- Future: **Continuous Innovation in Data Management & Electronic Payments**
 - *BillMeLater (BML)*: transactional credit for citizens wishing to make 6 interest-free, easy payments. County receives full payment from PayPal and collection arrangement is between citizen and PayPal.
 - *eDialog*: providing government access to the same tools that the global business community uses to educate and communicate with their constituents
 - *Corelogic*: tax servicing to improve refund accuracy and error rates



COMAL COUNTY, TX: A SUCCESS STORY

- Cathy C. Talcott, RTA
 - Tax Assessor-Collector, Comal County, Texas
 - Serving second term – ran on platform of “Doing More With Less”
 - Private industry background

- Comal County Overview
 - Located on the I-35 corridor between Austin & San Antonio
 - Population: 110,000
 - Median Age: 42.5 years
 - Median Income: \$65,000



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COMAL COUNTY, TX: A SUCCESS STORY

- Implemented the full suite of Sturgis services including QR code integration
- Integration effect on collection of property taxes:
 - 2011 (pre-integration) – 30.83% of county levy collected by end of year (typical)
 - 2012 (post-integration) – **45.44%** of county levy collected by end of year
- **Won the prestigious 2013 County Best Practices Award from the Texas Association of Counties**
- After the Sturgis integration, customers voiced their appreciation for many of the new services and changes to the website, including:
 - User friendly nature of payments processing functionality
 - The ability to easily print out receipts
 - The website was much more informative and user-friendly





Q&A



THANK YOU!

For more information about the Sturgis Web Services suite of products, please visit us at Booth #719

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