

1.1 GR Advantage Card© and GR Credits

1.1.1 Program objectives

- Create more referrals between members and provide our merchants with more accessibility to the general public.
- To offer our merchant members a free and easy-to-use loyalty program.
- To offer our members and merchants an effective marketing solution at no cost.

1.1.2 How to get it

- Members get it automatically when they purchase their membership.
- Non-members or members who wish to offer it as a gift can obtain one by filling out the form on the website.

1.1.3 Card status and activation

- As soon as GR International receives the payment, the card is activated.
- The card can be found in your member access.
- If the membership lapses, you will automatically lose it and the remaining GR Credits.

1.1.4 GR Credits on the Advantage Card

- **GR Credits** are redeemable on purchases or invoices for certain GR International products and services, for example, for your seat renewals and purchases.
- You can earn GR Credits through referrals, promotions offered by GR International, and other future programs.
- You can purchase GR Credits and apply them to the cards of your choice. For example, a member could tell their customers, “When you make a purchase and present your GR Advantage Card, we’ll give you \$10 in GR Credits.” To do so, the merchant purchases a bank of GR Credits in advance, and when making customers make a purchase, the merchant fills out the online form to transfer the GR Credits.
- GR Credits are transferable to any other GR Advantage Card. Fees may apply as well as minimums of GR Credits for a transfer.

1.1.5 Operation and use of the card

- The **GR Advantage Card** owner must present the card (link to the card in your member access) to the merchant at the time of the transaction in order to benefit from the promotion or offer from the merchant.

1.1.6 Where can I find the GR Offers?

- On our website, in the **GR Offers** section. You can search for an offer by keywords, location, or industry at the moment.
- **At the bottom of each member’s profile**, in the **person/company/keywords** search tab. The merchant can have an offer without having posted it.
- At the merchant’s place of business; there, he/she can display the offer.
- Please note that the vast majority of our members and merchants have an offer, but this program is not mandatory.

1.1.7 Add an offer as a GR merchant

- Go to **www.grinternational.com** and click on “member access” at the top right of the website. From your member access, click on the “GR Offers” tab. Then “Add a GR Offer” that can be modified, deleted, or taken offline at any time.
- You can put in as many offers as you want. You must create a version in your language, and you can add an offer in a second language if you want it to be visible on French-speaking profiles.
- **Category and subcategory:** important to prevent mistakes when searching.
- **Offer Type:** Select the appropriate option.
- **Value:** the value of the discount or percentage, if applicable.
- **Offer duration:** define the duration or use the calendar. You can define as long a period as required, which removes the need for ongoing maintenance.
- **Image:** it is important to put an appropriate and attractive image for your offer.
- **Title:** a catchy title will sell.
- **Description:** create a persuasive description of the offer.
- **Online store URL:** link to your store, your website, or even your Facebook page.
- **Restrictions:** be clear in your restrictions.
- **Keywords:** Think about the keywords that people will use in their searches (e.g., overnight stay, casino, Gatineau, etc.).
- Always check your offers after posting them to make sure they are displayed correctly.
- *Taxes not included.

1.1.8 Offer suggestions

(Note that these do not have to be monetary offers)

- Offer a discount percentage, no minimum
- Offer a cash discount or savings
- Offer a temporary or seasonal sale
- Make a special offer that does not involve money or discounts
- Offer a gift certificate for a future purchase
- Offer a gift certificate from another GR International member
- You can give up to ...%.
- Offer an upgrade
- Give a discount on the next purchase
- Offer free shipping
- Offer a gift
- Offer a personalized and engaging service (at no cost to the merchant)

1.1.9 Benefits for the GR International member (seller)

- A loyalty program with no management and administration fees
- Significant increase in sales opportunities
- Exclusive promotions for GR Advantage Card holders.
- Access to thousands of new consumer buyers

- Add offers and promotions to the GR International website without limit and free of charge
- The transfer of GR Credits is exclusive to the GR Advantage Card holder.

1.1.10 Benefits for the user

- Access to discounts and promotions from thousands of entrepreneurs
- Receive promotional offers exclusive to GR Advantage Card holders
- No physical and cumbersome cards
- Encourage the economy and participating businesses
- GR Credits are redeemable for many purchases at GR International
- Earn GR Credits through promotions offered by GR International, member/merchant exchanges, and other ways
- Can purchase GR Credits and apply them to the cards of their choice as gifts