



Fall NewsLetter

November 2011

Dear Clients and Colleagues,

CashTrans constantly monitors our service industry to identify ways we can help you to **stay in compliance, reduce costs, improve efficiencies** or **generate new revenue streams!**

It is my pleasure to share with you this timely and informative **Fall Newsletter** that highlights major compliance requirements and new innovations using ATMs for delivery to consumers.

Do not hesitate to contact me or anyone on the CashTrans Team if we may be of assistance or provide any additional information.

Best regards,

Fred

Fred Ethridge, President
CashTrans
770-941-6680 X135
Fred.Ethridge@CashTrans.com



ATM Fees Disclosure Update...

Protect Yourself and Avoid Frivolous Lawsuits!



Financial institutions across the country have been threatened with frivolous lawsuits associated with ATM compliance.

Come March 15, 2012, with the deadline for the new ADA requirements, this could become an epidemic!

In This Issue

[ATM Fees Disclosure Update](#)

[New Innovations via the ATM](#)

[ADA Compliance Deadline](#)

[ATM Tune-up Time is Now!](#)

ABOUT CASH TRANSACTIONS LLC

Since 1996 we have served financial institutions and retailers in the southeast and across the U.S.

Thank you for the trust you place in us and do not hesitate to contact us with any questions, service needs or advice on managing your EFT or ATM programs.

*"We will earn your business
everyday"*

3286 Humphries Hill Rd.
Austell, Georgia 30106
Cash Transactions LLC
800-262-7995



CashTrans encourages you to protect yourself by documenting all compliance activities.

[Click here to review key steps...](#)

New Innovations using ATMs

ATMs can deliver new services to your customers

The deposit automation curve is definitely on the rise and **CashTrans** has embraced it for our clients in a major way by offering **ATMlynk**.

We are also investigating other new delivery opportunities to enhance your key customer relationships through innovative services and automation. Several recent developments have peaked our interest; first is **dispensing**



lottery tickets at the ATM, and second is the **use of ATMs for P2P payments**.

[Click to read more...](#)

Crunch Time with ADA Compliance

March 15, 2012, will be here before you know it...



Many banks, credit unions and retailers are scrambling to ensure their ATMs are ADA compliant by the deadline imposed by the regulators of **March 15, 2012**.

CashTrans has been a leader and is tireless in educating our clients through our webinars, as well as assisting with interpretation of the ADA Guidelines and their application to specific ATM site locations.

Don't wait any longer! Call us to perform site surveys and help you manage the whole compliance process as we have done with many organizations.

Our goal is simple...to help you save both time and unnecessary costs!

[Click here for more information...](#)

ATM Tune-up Time is Now!

With seasonal change, now is the time for ATM check-ups..

Avoid needless service costs by making adjustments to temperature settings with your major drive-through ATM units. Just as folks service their home ACs in summer and heating systems in winter you need to consider the same for many of your ATM environs.



CashTrans is here to help and to advise you on what is necessary based on your ATM inventory. Feel free to contact our professional service department at 770-941-6680 X 123 or send us an email for more information.

[Click for more information...](#)

[Forward email](#)

 **SafeUnsubscribe**

This email was sent to russ.schoper@cashtrans.com by fred.ethridge@cashtrans.com |

Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Cash Transactions LLC | 3286 Humphries Hill Rd. | Austell | GA | 30106