

Drive-offs Killing Your Profits?

Helping to curb profit impacting no-pay drive-offs at convenience stores and filling stations nationwide

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With gasoline and diesel prices at an all time high, convenience store and filling station owners are struggling to keep fuel prices down in spite of rising daily instances of unlawful stolen product.

Managers and owners who closely monitor such activity are finding that they get hit daily – one or two drive-offs a day can completely kill that day's profit. Those who don't monitor such activity should because it's happening - and often.

4MAX has positioned itself to come to the aid of convenience store and filling stations in two ways:
First - Prevention of the crime altogether by making customers aware that the facility is under video surveillance in order to keep prices down for their good paying customers. This is achieved by posting notices at the pumps and other various places around the facility.

Second – Because some individuals are going to steal product regardless of the postings, 4MAX has custom engineered systems specifically geared to capture the elements necessary to provide store owners and law enforcement the evidence needed to recoup their loss.

Statistics have shown thus far that this overall solution has been extremely successful. Prevention stops about 80% of the overall theft. Of the remaining 20% who steal anyway, store owners are recouping about 75% of the loss.

Recouping is achieved in two ways. First, the system captures the physical description of the vehicle and individual who pumped the product. Then, as they exit the premises in their vehicle, specially adapted cameras capture the license number ([Actual Video](#)). Store owners then burn that data to a CD and provide Law Enforcement with the evidence. Following that, the store owner can acquire contact info and other details about the vehicle owner from their license and personally contact the owner to come back and pay in lieu of prosecution. Some store owners are actually also charging for their trouble by way of a fee in addition to the amount stolen. They are effectively offsetting the cost of the surveillance system in that way.

To see examples of the technology, please click on the following links to view "[Live Video](#)" of such an installation or to see an example of how a "[Drive-off crime is captured on video](#)". You may also click on the "[Testimonial](#)" link below to read what this store owner has to say about 4MAX.

Remote access via the internet allows you to monitor your store activity - any time from anywhere. POS software provides a duplication of all register receipts on the register video. This is embedded in the actual video recording. Good paying customers also feel safer knowing that the presence of cameras helps prevent other crime such as low-jacking, rape, assault and robbery.

We at 4MAX recognize the need for convenience store owners to be able to observe their establishments in a proactive and loss-preventive manner and because we understand this, we set out to design and implement a cutting-edge, feature-rich, and cost effective digital video security and surveillance system to serve the convenience store, gas station industry.

Our systems are unsurpassed in performance, durability, and ease of use. 4MAX security and surveillance camera systems offer the ability to capture multiple channels of video over long time periods, as well as record, playback, and remote view at the same time.

With a 4MAX security camera and surveillance system, our exclusive 2-year warranty, and unlimited 24/7 technical support, management of your convenience store has never been easier.

