

EZ Drop Buyback Program

Your buyback process just got easier. Welcome to MBS Direct's EZ Drop Program.

The EZ Drop Buyback is an on-site buyback program designed to reduce textbook costs for parents and students, while increasing the number of used books available for resale. Beyond helping to reduce the overall cost of course materials, MBS Direct's EZ Drop Buyback program also serves as a fundraiser for your school or affiliated organization.

How the Program Works

Your school acts as the buyback facilitator or you can choose to designate a school-affiliated organization, such as your PTA, to fill the role. The facilitating organization will notify students and parents of the EZ Drop Buyback using the free promotional materials provided by MBS Direct. Parents or students bring their books to school on the designated drop-off date, and facilitators collect the books, pack the boxes, and assist with the shipment. In return, the volunteering organization receives a commission check for 5% of the total value of books purchased at the buyback.

The screenshot shows the EZ Drop Buyback website interface. At the top, there is a navigation bar with links for "FREE Downloads", "Request Information", and "Visit the EZ Drop Parent Site". The main content area is titled "Optimizing Your Buyback" and contains several sections of text and images:

- Introduction:** MBS Direct provides free promotional materials to help inform your parents and students about your EZ Drop Buyback. To help maximize your promotional efforts, we recommend using the available materials as follows. It's suggested that you order your materials 8 weeks prior to your buyback. If you haven't yet ordered your free promotional materials, contact your MBS Direct Account Manager today.
- Postcards:** Send out buyback postcards with the date and time of your buyback. MBS Direct can send postcards to your parents and students or you can send them out at your expense. Best time to send: 3 weeks before classes end.
- Emails:** If you prefer, you can inform parents and students of your buyback via email. MBS Direct can send the email, providing you submit an email list. Otherwise, we can send the email to you for distribution. Best time to send: 1 week before classes end.
- Reminders postcards/emails:** A simple follow-up postcard or email to parents and students serves as a nice reminder about your upcoming buyback. Again, this can be sent by MBS Direct or directly from the school. Best time to send: 1 week before classes end.
- Web graphics:** MBS provides a button to place on your school's website that is linked to an informational page for parents and students.

On the right side of the page, there is a sidebar with four menu items:

- An Introduction to EZ Drop Buyback
- EZ Drop Training Videos
- Optimizing Your Buyback
- What's In Your EZ Drop Kit?

To view an instructional video on MBS Direct's EZ Drop Buyback program, visit www.mbsDirect.net/ezdrop.

EZ Drop Buyback

It's Simple to Participate

1. Inform your parents and students about the buyback using the free promotional materials
2. Parents and students bring books/quote to the designated drop-off location
3. MBS will assist in arranging for the books to be picked up
4. MBS will mail parents a check for the books and your school or organization gets a 5% commission!



For questions about our EZ Drop Buyback Program:

Current partner schools contact your Client Services Account Manager.

Prospective partner schools let your Regional Sales Manager know you are interested.

The Process For Your Students

MBS Direct has made it easy for parents and students to participate in the EZ Drop Buyback.

1. Students create a buyback quote online at their Virtual Bookstore
2. Students print two copies of their buyback quote
3. On the day of the drop-off, parents or students bring their books, along with the copies of their quote, to the designated location
4. MBS Direct will mail a check to parents for the value of the books in 2-4 weeks

For those students who choose not to participate in the EZ Drop Buyback, MBS Direct offers a complimentary online buyback program.

Convenience Is The Key

- MBS provides all marketing materials, shipping supplies, and even offers assistance in arranging for the books to be picked up
- Students/parents simply go online to create a quote, print it, and bring it to the buyback location – there's no need to worry about shipping

Earn Cash Back

- Put more money back in the hands of parents
- Eliminate the need to distribute cash to students
- Earn a 5% commission for your school/organization

Visit www.mbsDirect.net/ezdrop to learn more.