

THE AFTER-HOURS PAWN SHOP PLAYBOOK

The five calls your counter misses — and the script that catches them.

1 · THE 6:05 GOLD CALL

Someone inherits jewelry, searches "pawn shop near me" after work, and calls the first three results. Whoever answers gets the appraisal appointment. Script: "We can look at it tomorrow at open — what time works? I'll text you a reminder."

2 · THE "HOW MUCH FOR..." CALL

Callers price-shop by phone before they ever walk in. Never quote blind — book the visit. Script: "Depends on condition — bring it by and we'll quote it on the spot. Ask for me."

3 · THE LAYAWAY CHECK-IN

Missed layaway calls become missed payments. A two-minute callback policy keeps the ticket alive and the customer loyal.

4 · THE WEEKEND BUYER

Saturday browsers call to confirm you have what they saw online. If the call rings out, they drive to the shop that answered. Always confirm the item AND the hold window.

5 · THE POLICE / COMPLIANCE CALL

Compliance calls can't wait. Route them to the owner's cell every time — never voicemail. One missed hold notice can cost more than a month of sales.

Want every one of these answered automatically — nights, weekends, holidays?

PawnCounter AI answers, quotes policy, and books the visit. airevenueforge.tech/pawn · 1-877-640-3761