

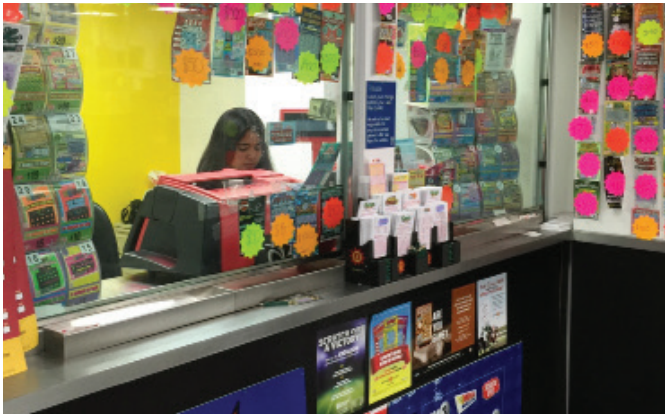


WITH RETIRED RETAILER Mitchell Levy



Mitchell Levy is founder and principal of The Compliance Organization (www.thecomplianceorganization.com), and a 20-year member of Financial Service Centers of America (FISCA). This successful businessman became a Lottery retailer in 2000, signing up his first Kash King location in Oxon Hill. During the next two decades, he expanded his

Lottery operations to additional stores in Clinton, District Heights, Marlow Heights, Rockville, Seat Pleasant, Silver Spring, Temple Hills and Waldorf. In 2017, Levy sold the stores "to a great group that is still operating them." He offered to share his thoughts about Lottery operations.



Q) How did you get your start with the Lottery?

A) My father had a liquor store in Lanham and was one of the first Lottery retailers. My Saturday job was punching Lottery (numbers into the register) and I was always told, "Do not move off that stool, keep punching!" Those early days were very busy.

Q) What games did you initially sell, just scratch-offs?

A) I always went all in from the start. I saw the value in no risk and very little cash outlay for a guaranteed return of 5 to 6 percent on anything sold. I looked at it as a great return on investment. We would show as many scratch-offs as our space would allow (always over 25 choices and 50 where I could) and all other terminal games including *Keno* and *Racetrix*.

Q) Did you have in-counter sales and one terminal or a larger operation?

A) We tried to make it as large as possible and as comfortable for the players as possible. We had multiple very large TVs at my own cost, tables and seating, too. I would try to build the business up so that we could get a second terminal and then it would really take off.

Q) Do you recall your stores ever selling a big winning ticket or scratch-off?

A) Yes! That was always exciting, we had a few \$30,000 and \$40,000 scratch-offs and a *Racetrix* win of around \$30,000 once. We were a Super Agent (XCAP) at my Silver Spring location so we had many bigger winners there. The more big winners, the more excited players would be and want to play at the "lucky store." We posted our bigger winning tickets for everyone to see.

Q) What made your Lottery customers keep coming back?

A) GREAT CUSTOMER SERVICE! Our customers knew we LOVED the

Lottery and understood ALL of the games, how they were played, how they paid, jackpot amounts, odds and hottest scratch-offs.

Q) What did you do to grow your Lottery sales?

A) I expanded my scratch-off offerings, trained my staff to live and breathe the Lottery, created comfortable seating areas (lottery lounge), gave my regular customers free snacks and drinks, and brought in lunch on busy Fridays. I treated Lottery customers like gold so they would not want to play anywhere else.

Q) What should retailers do to succeed as a Lottery retailer?

A) Give it the time and attention that it takes to build a good business. It is a business within your business. Treat it that way; it is not ancillary.

Q) Anything you would like to add?

A) Like most things in life, you will get out what you put into it. Every time I expanded my Lottery play area and gave it more attention, my sales increased without fail. It works!

