

“Employer Testimonial”

1



**Description:** Snapshots of employees stealing items drop into the frame

**Narrator:** Employee theft. Ninety five percent of all businesses experience some form of it. In fact, according to government estimates, nearly a third of all bankruptcies are caused by employee theft.

2



**Description:** Close up on Sam as the camera pulls back to reveal the scene.

**Narrator:** Businesses of all sizes share the same 40 billion dollar theft problem, but small business is hit especially hard.

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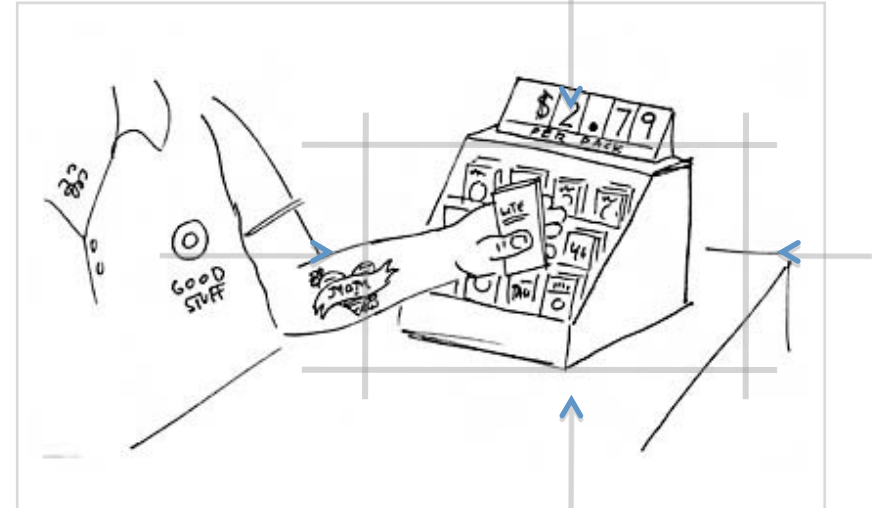
3



**Description:** Sam (The owner/employer) is looking at his employee, Dave from behind a rack of chips. He sees him stealing a pack of cigarettes.

**Sam:** Oh no, Dave is taking a pack of cigarettes without paying for them.

4



**Description:** Close up on Dave's hand taking the cigarettes from the rack.

Then lines animate in and frame the detail of Jim's hand on the cigarettes like a snapshot. This is a “2-shot where we then see Dave conceal the cigarettes in his pocket.

**Sam:** It may only be one pack, but I'll have to sell a lot more just to make up the lost profit.

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5



**Description:** Sam is in the office at his desk in front of computer screen with PalmerWeb.com in his web browser. Zoom into screen to reveal Close-up

**Sam:** Dave knows where I draw the line on employee theft.

6

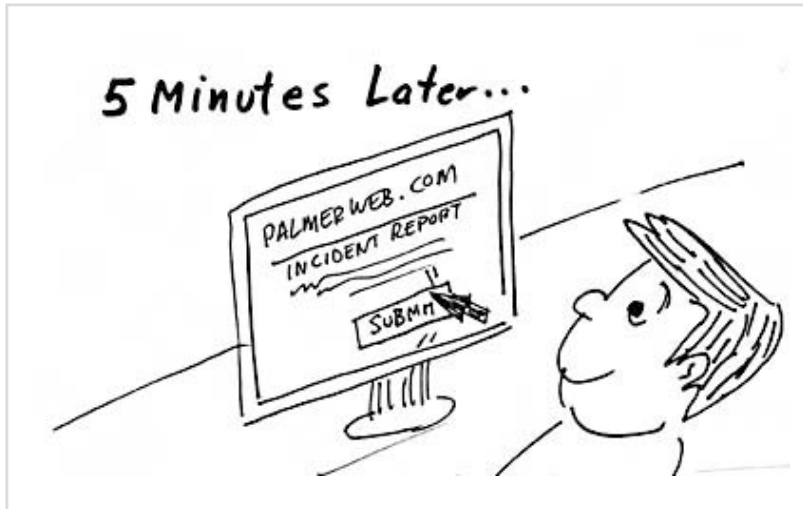


**Description:** (Dissolve ) Closer view of Computer screen with Sam filing a report and then looking at viewer.

**Sam:** But, thanks to PalmerWeb.com, employee theft isn't much of a problem anymore. When it happens, I know just how to handle it... And it's quick, easy and affordable.

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7



**Description:** Image dissolves in indicating the quick passage of time. The words "5 minutes later" are on the screen. We see Sam clicking on the "submit button" at the bottom of a claim form on the PalmerWeb.com site.

**Sam:** That should do it! Back to work!

8



**Description:** Sam Near the dairy cases talking about how life was before PalmerWeb.com

**Sam:** Before PalmerWeb.com, I just fired employees who were stealing. It just wasn't worth the time and effort to do anything more about it.

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9



**Description:** Close up - Sam Near the dairy cases talking about how life was before PalmerWeb. We see his thoughts as he remembers previous thefts.

**Sam:** After awhile, I started thinking that theft was just a cost of doing business, that a little theft wasn't so bad. The fact is, I started accepting my theft losses.

10



**Description:** Sam animates into current position as map of USA and Dave fades in with "scales of justice."

**Sam:** Then I learned that my state had laws in place to help businesses just like mine recover theft losses directly from dishonest employees, whether I call the police or not.