Cervelle Software Announces Magic 4473: Electronic 4473

Magic 4473 : electronic 4473

Nashville, TN— 1/7/2020 — Today at the Big Rock Distributor Show in Nashville, TN, Cervelle Software announced immediate availability of Magic 4473 , a software tool that seamlessly integrates Cervelle's electronic 4473 with their ATF-Compliant POS Software: Merchant Magic™ .

"The hand-written 4473 is a form that is notorious for being riddled with errors. Magic 4473 allows a person to fill out the customer section of a 4473 using our wizard –guided software tool. All boxes must be filled in. The store's details including the firearms that were purchased and a host of other information is added to the form and a sophisticated error checker insures the information is complete and accurate. Errors are minimized with this solution. Because it was developed by Cervelle Software, it integrates seamlessly with our Merchant Magic™ POS" said Ryan Huff, Senior Support Manager at Cervelle Software. The 4473 form will undergo some major changes in 2020 and Magic 4473 will reflect the new changes once they are officially released.

Positive Customer Impact

Many customers are already benefiting from using Magic 4473 . John Harvey, owner of the Oak Ridge Gun Range in Orlando, raves about Magic 4473. He says, "I used to ask not one, but two employees to review every 4473 during a gun sale. And even with that level of scrutiny, there were still times when they missed things on the form. Sometimes it was because the

handwriting was not legible and sometimes it was a gross oversight on their part. For example, on the paper form, a person might write "Big" as their weight instead of writing an actual number. The Magic 4473 will not accept "Big" as a weight or "Old" as a date of birth. It combs the form like an old English school "marm" and highlights issues in red. It is ruthless in its criticism and I hate to say it but I trust its judgment over all of my employees combined when it comes to reviewing a 4473. "

Magic 4473 Availability

Magic 4473 integrates seamlessly with Cervelle Software's Merchant Magic™ Point of Sale Software. The product is currently available. Interested parties should contact Cervelle Software directly.

Founded in 2000, Cervelle Software is a leader in developing and selling ATF-compliant point of sale software products for the firearms and sporting goods industries. Cervelle Software is known for providing software that is easy-to-use, affordable and reliable. Their first-rate customer service coupled with their impeccable reputation insures their position as industry leaders.

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Merchant Magic ™ is a registered trademark of Cervelle Software in the United States.

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For more information on Magic 4473 :

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