

Profiles-

 **Personalize your Customer, Recruit, and Contact profiles with a picture.**

- Add a family name that can be used on mailing labels instead of the first and last name of a customer, recruit, or contact (for example, enter The Smith Family, Susan and John Smith, or Susan Smith & Family). This feature eliminates the need to print separate mailing label lists for spouses and is great for creating your Holiday card lists. *Enter family names in the Family Name field of each Customer, Recruit, and Contact Profile (Add'l Info tab). If no family name is entered, Boulevard prints the first and last name of the customer, recruit, or contact.*

Products-

 **Add expiration dates for products in the Physical Count dialog box. This is useful for keeping track of the shelf life of products with SPF and active ingredients.**

- Never forget to print your product replacements with the new Print on complete option in the Product Replacement dialog box.
- Get more information about your product returns in the Product Replacement dialog box, with the price of each returned product and the customer's email address. *Each returned product transaction lists the price of the item when it was added to the invoice. If the price increases in your Product List, it will not change in this dialog box. If an email address has been entered in the customer's profile, Boulevard adds the email address to the returned product transaction. If no email address has been entered, you can type it directly in the Product Replacement dialog box Email field.*
- Enter a text explanation when editing the physical count of a product. *Boulevard saves your entries so you can use them in the future. This allows you to give yourself a reminder as to why you or your office assistant made a change to the recorded physical amount on hand. You can view this information from the Product dialog box by clicking the View button and selecting Inventory Audit. Your text notes also appear on the Inventory Audit report.*
- When using the ideal order option to add items to your product order, choose to add just section 1 items or all items.

Expenses-

 **Fill in recurring expenses more quickly with Boulevard's new memorized expense feature.**

If you've entered an expense for the payee before, once you move your cursor off the Payee field, the Amount, Memo, and Category fields pre-fill with the most recent expense transaction information. You can edit this information if necessary.

- Add longer memo descriptions for your expense transactions. *The Memo field in the Expense dialog box has been increased to 50 characters.*
- Add, edit, and delete expense categories right from the Expense dialog box. *In the Expense dialog box, click the Categories button, which opens the Expense Categories dialog box.*

Invoices-

 **Assign a discount type in the Invoice dialog box to identify in more detail the type of discount applied to an entire invoice.**

*Choose between Standard Discount, Personal Use, Hostess Credit, or Birthday/Anniversary. In the Canadian version, this option is the **Rebate Type** field.*

- Add products to an invoice from the customer's product history easily by choosing By History in Item Lookup. *Providing you with an even faster and easier way to add products to invoices, Item Lookup now contains a By History tab that lists the customer's entire product history*

Group Email-

- Use the new group email filters to fine tune the group of people you want to email:
 - The **Ordered Between** filter allows you to pick only those people with an invoice that was generated within a specified date range. [This filter is available with these list options: Everyone, Customers, or Address (Which List area).]
 - The **Include Adoptees** check box allows you to include adoptees in addition to other filter options for Unit List groups. [This option only available if you select Unit as the list type.]

Weekly Accomplishment Sheet-

- We've added an alternate method for choosing to include or exclude personal use from your Weekly Accomplishments and Annual Gross Receipts report.

To allow for the variety of ways in which Directors and/or tax accountant's are asking that you handle personal use, the changes listed below have been made to Boulevard. Please be sure to check with your Director and/or tax accountant to find out how you should handle personal use using the variety of features provided.

- *In the Invoice dialog box, you can select Personal Use as the sales type (**Sales** field). This can also be used for your Business Supplies invoices. If you are choosing this alternate method, you must check with your accountant for any tax deductions.*
- *Each invoice with the sale type of personal use will appear in the Weekly Accomplishment dialog box as a reorder.*
- *A new column has been added to the far right of the Weekly Accomplishment dialog box table called **Personal Use?** that allows you to toggle each line item on or off (Yes or No). The default setting is Yes for those line items.*
- *When clicking **Print** or **File** menu/**Print Preview**, you will have the option to include or exclude personal use sales in the WAS totals by selecting or clearing the Include Personal Use check box (the default setting is checked). Boulevard will remember your selection next time you print your WAS. Your YTD totals will reflect the option you have selected.*
- *When running the Annual Gross Receipts report, you can filter the report to exclude personal use. You can also choose to retrieve information for only personal use. If you are choosing this alternate method, you must check with your accountant on how you will handle any tax deductions.*

Note to Canadian users: The GST remittance form will always include personal use.

Changes to reports and report filters-

- Run an Inventory Audit report for an individual product right from the Product dialog box.
To do this, in the Product dialog box, click the View button and then click Inventory Audit.
- On sales reports, use the Discount type filter to print information including only those invoices with a specified discount type applied to them (*for example, all sales from birthdays or anniversaries*).
- Print the Expired Product Listing to identify products in your inventory that are past their expiration date (*must have an expiration date entered in the Physical Count dialog box*).
- The Customer Top Sales Summary report now contains a column listing total sales less tax.
- Use new address/contact report filters to run specific reports for your Address List contacts: Address Last Changed, Next Contact, Referred By, and Best Time to Call.

Other changes-

- In the Canada version Expense dialog box, The **GST** and **GST Claimable** fields are disabled if no GST registration number has been entered in **Preferences, Sales Tax** tab.
- Get access to your Product Update Service newsletter and load collections from the Product Update Service CD within Boulevard.
In the US and Canadian version, the File menu now contains a Product Update Service command with two options, Newsletter and Load Collections. This option is grayed out if you are not on the premium Product Update Service.
- When loading your Product Update Service, color coding in the Product List is no longer changed for added or changed products.
- In the **Preferences** dialog box, **Weekly Accomplishment** tab a warning message appears when you click the **Report retail sales** check box.
Message says: It is recommended to switch between calculating sales on the retail or the discounted value only at the end of a tax reporting period. Selecting or de-selecting this option will not change information entered previously.

BlackBerry® or Windows® Mobile devices-

If you are using Avenue™ on a BlackBerry® or Windows Mobile® device, you need to visit the Main Street Software website to download the latest version of Avenue. This is included in your yearly maintenance.



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DETAILED FEATURE LIST

Your Customers

Your customers need to be treated as more than just clients. They are individuals with unique preferences and service requirements. Keeping track of their personal details make them life-long customers.

Let Boulevard help you manage every aspect of your relationship with your customers: their birthdays and anniversaries, their spouses' birthdays, how often they buy their moisturizer, and exactly which shade of lipstick they like to wear in June. They will come back to you because you give them the extra special customer service they deserve!

Customer List features:

- Customize color coding corresponding to account balances
- Filter the list to display a sub-set of customers
- Change the sort order
- Toggle displayed columns between hide/show
- Add or remove columns to show/hide other customer information
- Jump to a customer quickly by typing their name anywhere on the list
- Select multiple customers to print, add call notes, copy to the Windows Clipboard

Customer Profile features:

- Add, edit, or delete profile information at any time
- Indicate the customer's preferred language
- Enter complete summer and winter formulas
- Store all important information and dates: email address, birthday, anniversary, occupation, even spouse phone numbers, email, and birthday
- Indicate what time of day each customer prefers to be contacted
- Set a discount rate for individual customers
- Add action items right in the Customer Profile that show up in the Tickler
- Store safely encrypted credit card information
- View product and sales history, including charts
- Review billing, shipping, account balance, and product purchase history
- Keep track of additional product recommendations and Create-a-Look profiles
- Keep general notes about the customer, add a personal note that appears on all their invoices, and track calls
- Create pop-up reminder notes that appear when you open a particular Customer Profile
- Get one-button MapQuest directions to the customer's address
- Add user codes that let you pick specific customers when creating reports
- Set custom reorder and 2+2+2 follow-up dates that appear in the Tickler
- Create a checklist of tasks for all your customers and mark items individually for each customer
- Quickly convert customers to Consultants while still retaining all customer information
- Convert warm chatter contacts to customers along with all information
- Select multiple customers to print, add call notes, copy to the Windows Clipboard

Other customer management features:

- Print Preferred Customer Program lists for new customers and address changes
- Record and view customer payment history
- Create, filter, and print over 25 customer-related reports, including customer product usage or detailed sales history



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Invoicing Your Customers

Forget about those pink tickets! Boulevard generates accurate, professional invoices to print or email. And once you've created and saved the invoice, everything is updated throughout Boulevard – sales history, inventory, account balances. Even your Weekly Accomplishment Sheet, which is ready for you to print or email to your Director!

Customer Invoicing features:

- Receive reminders when you create an invoice for a customer during their birthday month
- Add products to the invoice using these methods: part number, partial description, customer's product history, category or group lookup
- Import customer product orders from your Mary Kay website
- Automatically add gift with purchase items
- Add personalized product collections (e.g., filled compact) and prepacks (e.g., Color 101)
- Apply multiple discounts on one invoice: discount only one item, take a flat discount percentage off the entire invoice, or deduct a dollar amount
- Find out instantly which products are out of stock, the last one left on your shelf, or a gift with purchase the customer has already received
- Enter specific product day codes for tracking
- Mark an item on an invoice as being purchased for a different person
- Format invoice notes by selecting different fonts, sizes, and colors as well as bold, italic, and underline
- Email invoices directly to customers, either as an attached PDF or html file, or within the body of the email
- Transfer information automatically from invoices to your Weekly Accomplishment Sheet and add additional WAS information regarding the sale
- Split invoice amount between different payment methods
- Carry forward balances on invoice totals

Your Inventory

Boulevard contains powerful features that automate all the product-related tasks you do for your business so that you can spend your time selling products instead of managing your inventory. Once you have an accurate inventory, your product counts are tracked automatically in the Product List as they flow in and out with orders, invoices, returns, and replacements. Inventory is tracked on a first-in first-out (FIFO) basis.

Inventory management features:

- View all standard products available from Mary Kay in the Product List, grouped by category
- Create product orders with a few clicks of the mouse by importing a product order from the Mary Kay website, automatically bringing your inventory up to your ideal levels for each product, filling by list, or loading a pre-saved order template
- Use other methods for adding products, such as finding products by category or group and typing part numbers directly in the order
- Keep track of each separate order you place and the products on order
- Instantly view if a product is already on order
- Combine multiple discounts on one order



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Inventory management features (continued):

- Print orders in the Consultant Order Form sequence
- Easily modify your order when you receive it to reflect substitutions, backorders, and out-of-stock items
- Track loaned, borrowed, and exchanged products
- Process product replacements
- Split product sets and redistribute the contents into individual products in your inventory

Time Management

Your time is best spent with your customers. Let Boulevard handle the details, like who you need to contact and where your money is. Time-saving features are built into every aspect of the program to help you get organized and stay that way.

Tickler features:

- Keep your Tickler appointments, to do items, re-order calls always in view in the Tickler Reminders window
- Never forget important customer follow-up action items, since reminders are generated automatically from customer invoices for reorders and demo items
- Add new appointments and action items, and set a recurrence schedule if they repeat
- Link action items to anyone inside your database (customers, recruits, contacts)
- Track system-generated tasks, such as follow-up calls, with custom colors for each type of activity
- Look at your schedule as a to do list, or view a week or month at a time
- Working in the Tickler calendar, access customer information and product history, send email, and create invoices
- Print your Tickler items for any date range

Weekly Accomplishment Sheet features:

- Choose seminar or calendar year-to-date totals on WAS
- View and edit transferred WAS information from invoices and orders
- Effortlessly add, edit, or delete WAS information in the dialog box
- Keep the WAS dialog box open while working in other areas of Boulevard
- Add additional WAS information to a specific invoice
- Select date ranges quickly or choose from predefined choices
- Preview your WAS before printing
- Email your WAS to your Director or Adopted Director; Directors can import your information into their Boulevard program, saving them time!

Expense and income tracking features:

- Simplify expense tracking by customizing the pre-defined list of income and expense categories
- View transaction details for any expense category
- Split expense transactions when a receipt is for multiple categories
- View monthly totals for each type of expense/income category
- Reconcile income easily using the cash-basis Profit and Loss Statement
- Generate the Annual Expenses report for accurate information come tax time
- Use the Trip Log to track business mileage on a single vehicle or multiple vehicles, a single destination or multiple destinations



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Expense and income tracking features (continued):

- Print Trip Log information at any time
- Use the Trip Log on your mobile device and sync to your computer
- Track credit card receivables
- Enter and list all checks and amounts included in a single deposit; view and edit existing deposits
- Track deposit history for payments received
- Use the Business Tracking Register as a computerized 'envelope system'

Importing/Exporting

Boulevard tracks every area of your business. Many features can be imported or exported to make the process even easier – from importing your customers to exporting to financial software!

Import customer information from online:

- Name, address, phone, and email
- Web orders
- Skin care profiles
- Create-a-Look beauty profiles

Import/export your product orders:

- Import details from Consultant Order History
- Export from Boulevard into online ordering*

Import team/unit information from online:

- Recruit name, address, phone, and email
- Unit WAS from online or Desktop Office Manager(DOM)
- Email WAS from another Boulevard user
- Email WAS from another ExpressWay™ user
- Unit Production from online or DOM

Other:

- Export expenses, gross sales, and product purchases to MS Money or Quicken, allowing you to use professional check registers and tax preparation software
- Fine tune your data exports with additional filters when exporting phone numbers (ConnectCast, PhoneTree, etc.), email addresses, names, and mailing addresses (Stamps.com)

Your Team or Unit

Directors and Nationals! Spend less time on paperwork and more time with your team. Boulevard includes all Director-specific features as part of the regular program. That means that as soon as you have a team or unit to manage, the tools you need are already there for you.

If your team members use Boulevard (and even if they don't), you can import their information effortlessly into Boulevard. Track your team in the Unit List, with color coding to show activity level. Store all recruit information, and effortlessly convert a customer to a recruit while retaining all of their information. Import or enter unit production and weekly sales information, and generate information for newsletters at a click of a button.



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Unit List features:

- Customize color coding corresponding to activity and international status
- Filter the list to display a sub-set of recruits
- Change the sort order
- Toggle displayed columns between hide/show
- Add or remove columns to show/hide other recruit information
- Jump to a recruit quickly by typing their name anywhere on the list
- Select multiple recruits to print, add call notes, copy to the Windows Clipboard

Recruit Profile features:

- Add, edit, or delete profile information at any time
- Import recruits from your Mary Kay website
- View several Recruit Profiles at one time
- Convert customers and contacts to recruits and retain all information
- Indicate the recruit's preferred language
- Store all important information and dates: email address, birthday, MK anniversary, occupation, even spouse phone numbers, email, and birthday
- Store recruit information including, Consultant number, unit number, recruiter number, Mary Kay anniversary, Career Path Achievement, Adoptee information
- Indicate what time of day each recruit prefers to be contacted
- Store and view all order history; view visually as colorful charts
- View each recruit's team members and prospective team members
- Add action items right in the Recruit Profile that show up in the Tickler
- Keep general notes about the recruit and track call notes
- Create pop-up reminder notes that appear when you open a particular Recruit Profile
- Get one-button MapQuest® directions to the recruit's address
- Add user codes that let you pick specific recruits when creating reports
- Set custom follow-up dates that appear in the Tickler
- Create a checklist of tasks for your entire unit and mark items individually for each recruit

Unit production/sales and recognition features:

- Enter unit production for your team by importing it from your website or the DOM, or entering it manually
- Track and view the production of any team or unit including offspring for a specified time frame
- Add wholesale and retail projections by month for the entire team or for individual recruits
- Monitor any Consultant on target for Star Consultant, car production, or directorship
- List DIQ production separately to monitor status
- Track and compare actual versus projected production for car qualification or unit club goals
- Gather WAS information by importing it from your website, importing from other Boulevard (or Express-Way™) users via email, or entering it manually
- Filter the entered WAS information for organizing sales recognition
- Copy information to screen, clipboard, or email for professional newsletters
- Customize over 12 unit/recruit-specific reports



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Your Contacts

What about the other people you need to stay in touch with? Your warm chatter leads, your daughter's teacher, your accountant – they are just as important to keep track of as your customers. With the Address List and the Contact Profile, Boulevard makes it easy. And when a contact becomes a customer, converting them is one click of a button.

Address List features:

- Customize color coding corresponding to account balances
- Filter the list to display a particular contact type
- Change the sort order
- Toggle displayed columns between hide/show
- Add or remove columns to show/hide other contact information
- Jump to a contact quickly by typing their name anywhere on the list
- Select multiple contacts to print, add call notes, copy to the Windows Clipboard

Contact Profile features:

- Add, edit, or delete profile information at any time
- Create your own contact types and assign one or two types to each contact
- View several Contact Profiles at one time
- Store all important information and dates: email address, birthday, anniversary, occupation, even spouse phone numbers, email, and birthday
- Indicate what time of day each contact prefers to be contacted and their preferred contact method
- Add action items right in the Contact Profile that show up in the Tickler
- Store safely encrypted credit card information
- View product and sales history, including charts
- Review billing, shipping, account balance, and product purchase history
- Keep general notes about the contact, add a personal note that appears on all their invoices, and keep track of call notes
- Create pop-up reminder notes that appear when you open a particular Contact Profile
- Get one-button MapQuest® directions to the contact's address
- Set custom and 2+2+2 follow-up dates that appear in the Tickler
- Quickly convert contacts to customers while still retaining all information
- Convert contacts to recruits along with all information
- Assign a contact to a recruit as a prospect



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Customizing Boulevard for Your Business

Boulevard gives you maximum flexibility when setting program defaults so that it works exactly like you do. Need assistance setting your business up in Boulevard? No problem! Your purchase includes a 30-minute Getting Started with Boulevard DVD that walks you through the process. Need more information? Boulevard Help covers every step in the Getting Started section.

Add information about you and your customers:

- Enter your name, Mary Kay title, address, phone preference, and additional contact information line (e.g., website, cell phone, email)
- Determine how you want to sort your Customer and Unit List
- Specify the language preference of most of your customers (can be changed for each customer)

Describe your sales and invoices:

- Set the default sales tax rate (can be changed for individual customers)
- Determine the customer follow-up time period for sales and samples
- Set many invoice options, including when to calculate sales tax, whether to show how many items were sold on invoices, and if you want invoices to include an up-to-date account balance
- Create a standard note to appear on every invoice (can be edited on each invoice)

Set up your Weekly Accomplishment Sheets:

- Enter your Consultant number and unit number
- Add your Director and Adopted Director's name and email address
- Set the day of the week your business begins

Set up your Weekly Accomplishment Sheets (continued):

- Enter your estimated profit
- Determine whether your WAS sales totals are based on retail or net
- Specify whether your year-to-date totals are based on seminar or calendar year

Enter seminar information:

- Enter your Queen's Court of Sales qualifying amount
- Set the breakdown of quarters for the seminar year

Add your unit information:

- Determine minimum qualifying order amount
- Set whether unit production is based on wholesale or retail amount

Set your Gift with Purchase option:

- Choose whether you want to be prompted to add the gift with purchase to the invoice or if you want it added automatically
- Set the gift qualifying amount
- Select which item(s) are being offered



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Fine-tune color coding and backup options:

- Enable color coding and customize the colors used in different areas of the program
- Set backup reminders and automatic backup options

Manage synchronization options for your mobile device:

- Choose which section 2 category you want to sync (all section 1 items are synced automatically)
- Decide how many call notes and how many months of sales history are transferred

Set NewsFlash™ options:

- Specify whether you want transaction fees recorded automatically
- Choose the expense category for transaction fees
- Enter fee and percentage amounts (allows separate percentage for American Express® cards)

Boulevard Software for Your Country

Want to use Boulevard but don't live in the United States? We've got you covered. Main Street Software offers localized (localised!) versions of Boulevard software for Canada and the United Kingdom (European version). These versions include all the great features for managing your Mary Kay business found in the US version, with additional features and changes customized (customised!) to your country and the way you do business.

Authorized Canadian Distributor:

Lynda Switzer
Calgary, Alberta
Phone (403) 730-0530
lyndaswitzer@shaw.ca

Canadian specific features:

- Localised terminology for Canada
- All GST, PST, and HST amounts calculated according to Canadian standards
- Complete the GST/HST Return for Registrants form in Boulevard
- Set a unique tax year that is different than the calendar year
- Fill out and print your GST/PST rebate form
- Import product orders from Mary Kay online
- Contains the current Canadian Product List
- Canadian product updates can be mailed on CD with the Product Update Service
- Customized Customer, Recruit, and Contact Profile uses Canadian address format
- Easily import National Sales Director emails from corporate for the current month's production information and new Consultants
- Print the Star Tracking page on the Weekly Accomplishment Sheet
- International Recruit Profile for recruiting outside Canada



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European specific features:

- Tax year start date different from the calendar year
- Customised Customer, Recruit, and Contact Profile showing European address format
- International Recruit Profile for recruiting outside the UK
- Localised terminology for the UK
- Current localised Product List for the UK
- UK product updates can be mailed on CD with the Product Update Service

Australian Authorized Reseller:

Cassandra Streckfuss
Boondall, QLD
Phone: (07) 3265 5584

Australian specific features:

- Tax year start date different from the calendar year
- Customised Customer, Recruit, and Contact Profile showing Australian address format
- International Recruit Profile for recruiting outside Australia
- Localised terminology for Australia
- Current localised Product List for Australia
- Current Australian product updates can be downloaded from our website

Boulevard Software Goes Where You Go with Avenue™

A successful Mary Kay Beauty Consultant is always on the go. With the Avenue application, taking your Boulevard data with you is easy! It is a stand-alone mobile application that does not require use of your device's web browser. When you get home, simply synchronize the device with your computer and Boulevard is up to date.

Specifically designed for the BlackBerry™ or Windows® Mobile operating systems, Avenue represents a direct approach; direct from your computer to your handheld. If you have questions about device compatibility, or would like to order Avenue, the handheld software add-on, please give our office a call.

Avenue™ features:

- Store and edit all customer, recruit, and contact records, including Consultant production total.
- Dial phone numbers from within the application
- Email directly from within the application
- Synchronize your complete section 1 inventory, as well as the section 2 category of your choice
- Edit inventory quantities on your mobile
- Create new invoices for customers, recruits, and contacts (when you synchronize, invoices are processed)
- View, edit, add, and delete Tickler action items and appointments
- Add new business trips in the Trip Log
- View a list of new business trips
- Edit business trips that have not yet been synchronized with your desktop Boulevard
- Securely stores your data using Boulevard's password