

Consignpro Disclosure

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Personal Liability

I hereby renounce the Limited Liability Company that I set up for the purpose of avoiding personal liability. I execute this document as an individual, not as a Limited Liability Company. You may hold me personally responsible for any losses that you incur as a result of my irresponsibilities, misrepresentations and failures to adequately and properly disclose my business policies.

If you discover after my 'money-back guarantee period' that I have withheld relevant information from you or misrepresented myself, my service, my product or my competitors, you may use this document as my authorization to obtain a full refund of your purchase without limitation of duration.

This document discloses and explains all potential fees and adverse policies you may likely encounter if you purchase my software. This is also my admission of misrepresentations I have knowingly and willingly make in my attempts to deceive you.

Who or What is 'Virtual Horizons' and 'Consignpro'?

Me. I have a little help but I'm the only one who can fix your software. As I've said: “I made Consignpro for my mother.” I like to point out that when one of my competitors fails, their users are left with no support and have to buy new software. You'll be in the same predicament when I'm gone.

On my website I claim to own a corporation “with offices in NY and Miami” and I am a hotshot 'CEO'. I refer to “our” 'sales teams' and 'support teams' but I have none of these. I am a small-time operator working out of a condo in Miami Beach – Decouplage Apartments. I use an answering machine. I deceive people for a living. Make no mistake – I think I'm a little bit smarter than you.

My Contrivances

My best to date! In February, 2008, a woman asked in the TGTBT forum (that I haunt) if she could sell her Consignpro (purchased just 6 months ago and unused) because they had to close their business. (Her husband was diagnosed with cancer). I not only refused, I ignored her and allowed someone else to chime up with the 'bad news' that she had stepped into one of my traps, which is...

You can't resell my software! - not unless the buyer buys the store that is using it and uses the same business name, same location, same address, same phone number, and even if they

do, I get \$50 bucks anyway. These important facts are tucked away in my License Agreement and on my website on a sub-subpage with one link on the entire site to the page (that rarely is found). Sure, I know people don't read the Agreement or find that web page often. That's why I put the scam there – so I could say “I told you so!” when it comes time to stick it to you.

My Pricing Strategies

A. My competitors have been lowering prices in the past 6 years, I've been raising mine. I try to convince people that if they pay more, they get a better product, better service, yada yada yada. The fact is my sales revenue has fallen in the face of increased competition and I am continually inventing new fees and raising existing fees just trying to stay afloat. My customers have experienced several 'policy and price changes' which favored me and disfavored them, of course.

B. Need hardware? ...more than happy to sell it to you, of course at a price substantially higher than market, and in keeping with my willingness to deceive, I compare my prices – not to the best prices, but to higher nonexistent 'list prices' that no one ever pays, so you might think you're getting a 'deal' when I'm actually overcharging you. See how it works? For toppers, I won't tell you what shipping costs are until after I have your credit card number.

C. Sure, I'll sell you a printer but despite my big markup in price and my marked-up shipping fees, if you have a problem with the printer and want my help – I'll need another forty bucks.

D. Want me to store your data? That's another \$72 per year, paid in advance of course. I don't say anywhere but if you quit before your year is up, kiss the remainder goodbye.

Getting the 'Consignpro Picture'? Far from done...

E. Need a website? Sure, I lead with a price of \$549 (which itself is way over inflated) but add up all the trailing fees (I love trailing fees!) it's \$3,972 if you bite on the \$549 – 10 years of web maintenance fees, finance charges (undisclosed), setup fees, access fees, hourly fees – I got fees!

F. Just to make sure, if you add more computers to your business in the future, you must purchase additional copies of my software. In keeping with my other attempts to gouge you, each copy is \$295. I know, my competitors charge as little as \$100 or \$50.

G. Need another manual? \$25

H. Need another CD? \$25

I. Need your data converted from another program? \$200

J. Want something shipped Fedx? I've got add on fees.

K. Need tag customization? \$75 PER HOUR (I decide how many hours.)

L. Best for last. I built my inferior software program around a technology industry-renowned for data loss and corruption, so every now and then you're going to find that you've lost data or can't even access it. You want me to fix my own software problem? No problem. \$69 each time my software fails you. Just another Consignpro added fee-ture...

M. I'm working on 'M'. Hope to make it to the end of the alphabet soon. I do guarantee that you will see new fees in the future – ones that we didn't agree upon prior to your purchase. It's the way I operate!

In short, if you were to suffer all the fees I have lined up for you – networking 5 computers, getting your database and printer 'tuned up' once per year, my annual support fees (\$250 per year), data conversion, data backup, just 1 replacement of manual and CD, maybe an 'upgrade' (not minor update - \$400 est.) - NO \$4,000 website -

Just \$13,000+!

Now that's disclosure!

Far from done...

Unethical Me

I was doing pretty good until May, 2002 when Best Consignment Shop Software came along. They were selling 'CCE' but found in short time that owner Hawkins was stealing from them so BCSS developed their own program and became my competitor. I can't afford to lower my prices so I lower myself to maligning them on my website, in forums, in phone conversations, in emails – every chance I get because I'm just a punk.

BCSS developed a better program. They had lots of room to undercut my high prices and they did. They even cut out annual service fees. How much does BCSS cost over 10 years? \$595. \$945 if you network 5 computers.

Why are their prices so low? “Because they want to see me get what I deserve for lying about them for 6 years.”

Now that's a more clear and accurate painting of my protrait. Hope to be deceiving you soon!

Brian Wilson, “CEO”

