

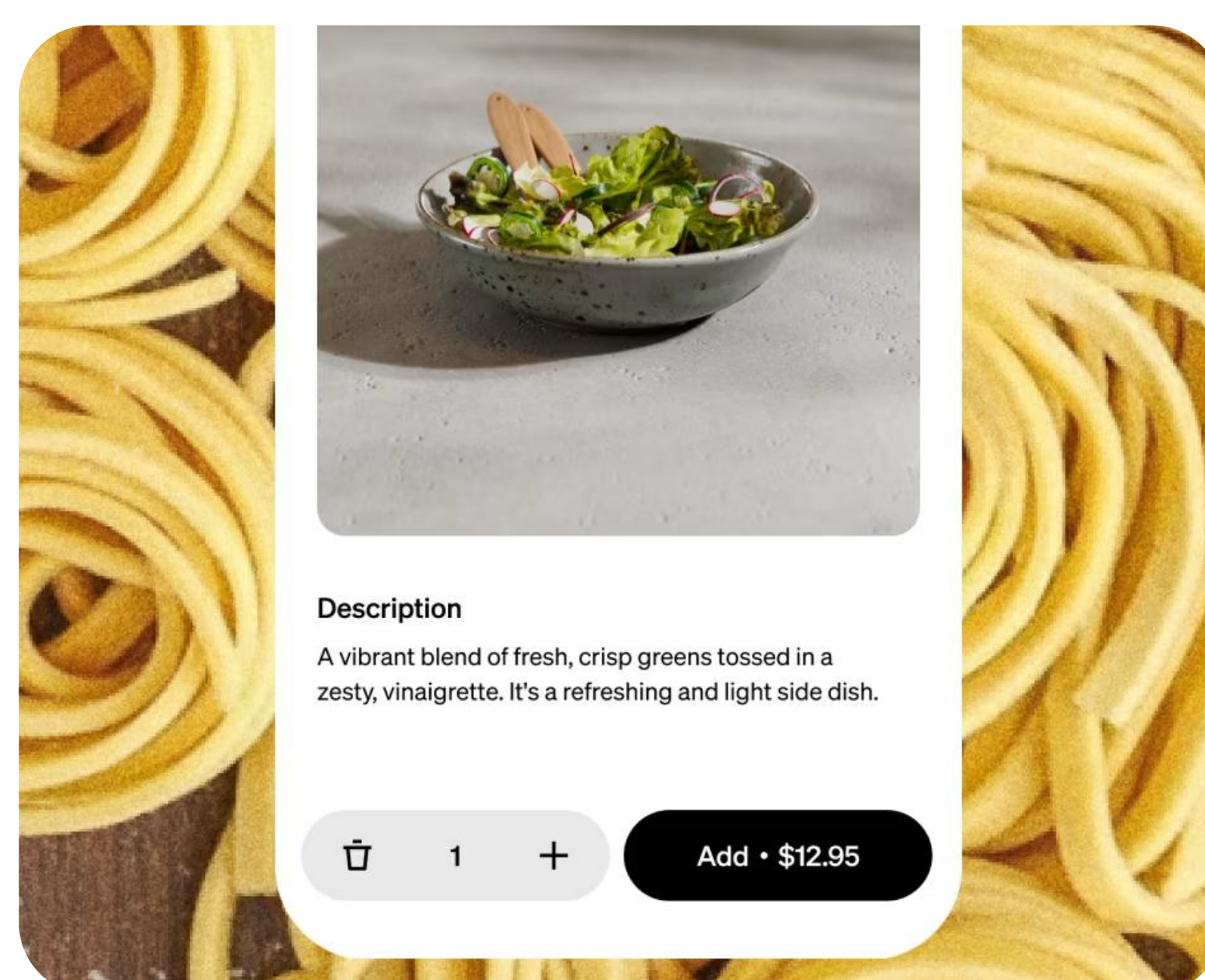


Be the next neighborhood favorite with Cash App

Turn Cash App's 59 million actives into your regulars — no ads, no marketplace fees, all managed through Square Dashboard.

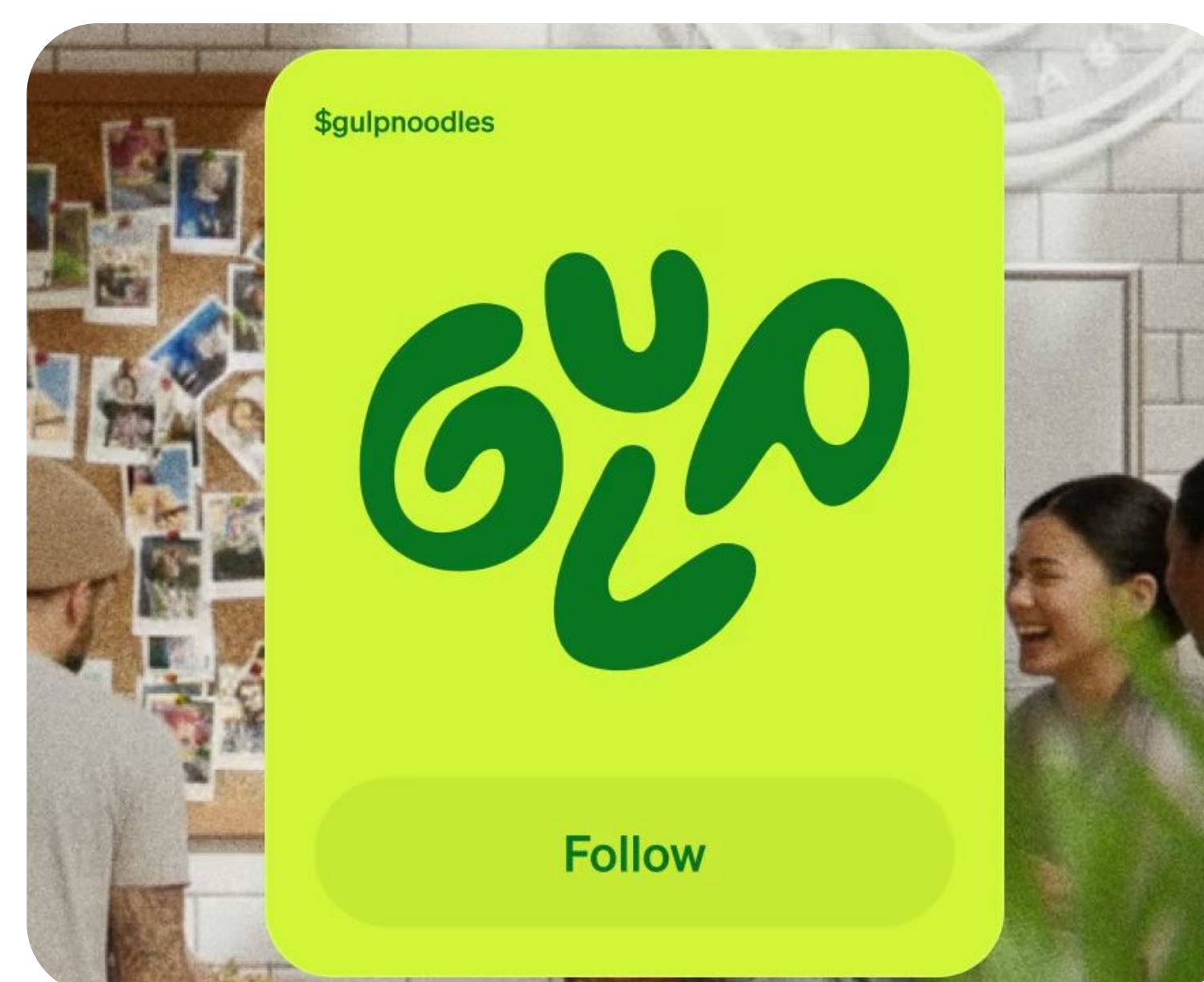


Neighborhoods builds you a Cash App storefront — at no extra cost.



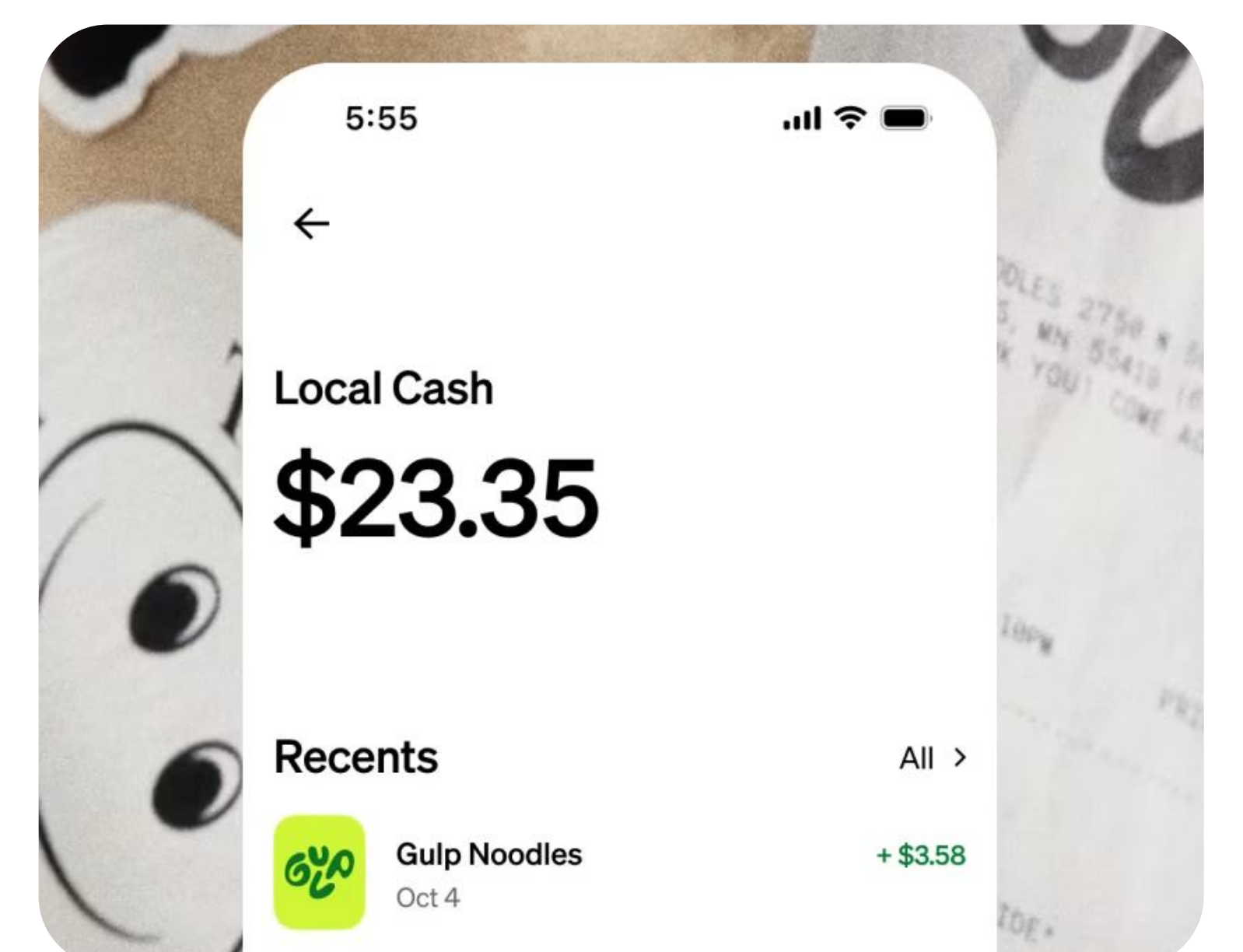
Reach more customers

Neighborhoods gives you all the benefits of your own branded app, increasing your local visibility.



Turn buyers into regulars

Promote your business, create campaigns, and engage customers without paying for ads.



Drive business with rewards

Use rewards and targeted offers to encourage repeat visits and build customer loyalty.



Free rewards for your customers — fully funded through 2027.

[Flip for more →](#)



Neighborhoods on Cash App

Let customers know they can follow your business on Cash App to order ahead and start earning Local Cash rewards.

Here are common customer questions — and how to respond.

“How do I sign up?”

Scan the QR code on the checkout display screen to get started. You’ll need a Cash App account to join.

“What is Local Cash?”

Customers earn Local Cash rewards with every order from a participating Square business. Track the balance on Cash App.

“How do I earn Local Cash?”

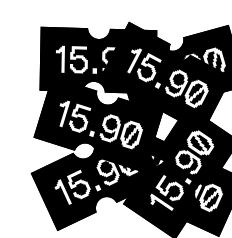
Order at a business you follow in-store, online, or on Cash App, and you’ll earn 10% Local Cash on your subtotal.

“How do I redeem Local Cash?”

At your next in-store Neighborhoods checkout, tap the display screen to check in to your account and apply Local Cash.



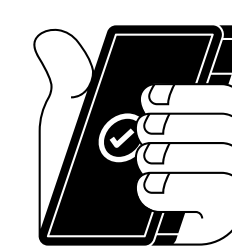
Free rewards for your customers — fully funded through 2027



Sellers in early cohorts reached over 1,000 followers in Year 1¹

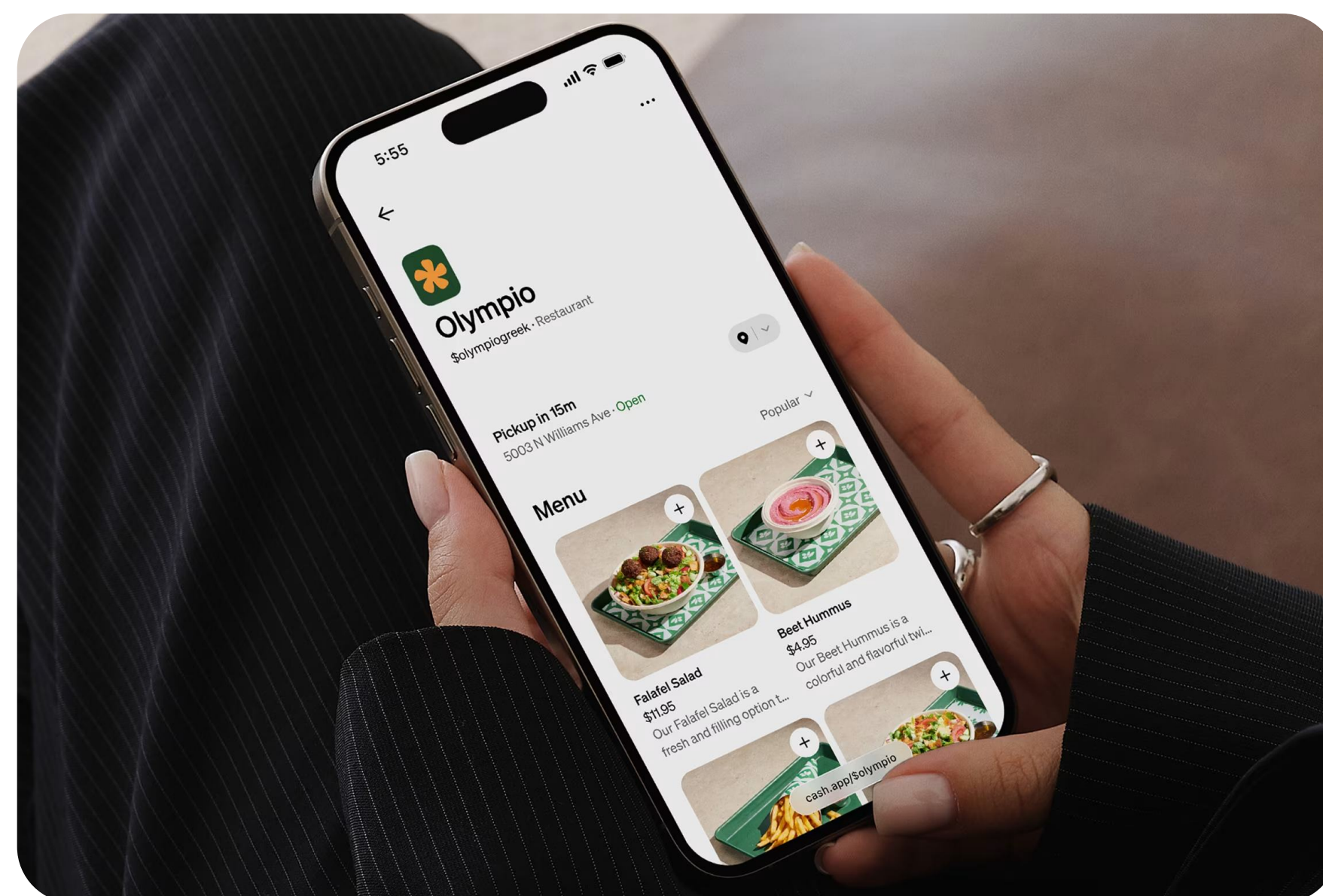


Followers represented 10% of total GPV after three quarters ¹



Followers transacted 50% more often than non-followers in Q1¹

Access free direct marketing and neighborhood-wide rewards in the app your customers already use to pay friends and explore what’s around them. Manage it all through Square Dashboard.



Join Neighborhoods and start growing your local following today.

¹Q1 2026 Block Shareholder Letter

² Not transferable or redeemable for cash. Square funding period ends on April 6, 2027. Local Cash is a promotional reward with no cash value. Additional terms apply. Rewards subsidies calculated on a per-location basis and subject to the Neighborhoods Terms. Offers and program terms subject to change.