



Accepting Credit Cards

Your Competitive Advantage

There has never been a better time to accept credit cards. Competition is fierce and every business is looking for ways to cut operating costs and improve efficiency. That is why many businesses are turning to credit cards – they reduce the time and paperwork involved in deposits, collections, reconciliation and reporting. By accepting credit cards, you can better serve your customers and you simplify your business, too.

5 Smart Business Reasons to Accept Credit Cards

1. Increase Sales

Customers spend incrementally more per ticket and more readily on big-ticket items with credit cards

2. Receive Payments Faster

You receive your funds in as little as 48 hours instead of invoicing and waiting for payment.

3. Reduce Delinquent Payments

Eliminate delinquent and past due payments when you accept payment at the time service is provided.

4. Minimize Fraud

Lower the risk of theft and pilferage when you have less cash on hand.

5. Optimize Customer Service

Provide a larger choice of payment options for your customers.

Elavon, endorsed payment processor of APA, invites you to take advantage of the special discounted rates available to you as a member. We will help you build an electronic processing program specifically designed to fit the needs of your business no matter what the size.

Why Elavon?

Fast and Reliable Network

- ◆ Our proprietary, fully-redundant transaction processing network has the reputation as the fastest and most reliable in the industry

Innovative Products and Services

- ◆ Process all card types
- ◆ Wide range of terminals
- ◆ Online reporting
- ◆ Electronic Gift Cards - expand your market, increase revenue, and build customer loyalty – all with electronic efficiency

End-to-end ownership

- ◆ Elavon is 100% responsible for front-end authorizations, back-end settlement, and all customer support functions. You have one source for all of your payment processing needs.

Unparalleled Customer Service

- ◆ 24/7 customer support
- ◆ Online service available via www.MerchantConnect.com

To get started or to learn more about our products and services, call Liz Harpst at (865) 933-0872 or email liz.harpst@elavon.com.



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