

# EVALUATING YOUR MERCHANT SERVICES PROGRAM

Maintain Control, Earn Revenue  
and Lose the Risk



**FiNet**  
a network of solutions

**ICBA**  
BANCARD®



# About Us

## Who is FiNet?

- FiNet is a provider of merchant payment processing programs and services to community banks throughout North America
- Core management team has been in place for nearly 25 years
- Preferred partner of ICBA Bancard
- Registered ISO of Sage Payment Solutions





# Benefits of Merchant Services

Why it's important to be in the payments space

*“Community banks are the very core of the U.S. financial system.”*

Martin J. Gruenberg  
Chairman, FDIC

- Provides a service that small business clients need
- Retains commercial accounts
- Increases deposits
- Attracts new clients
- Delivers a revenue stream



FiNet



# Fraud and Liability

*“Community banks in the business of underwriting their own merchant services program are at risk.”*

Linda Echard  
ICBA Bancard

- Merchant services can and should be profitable for a community bank, but those profits can be quickly wiped out by operating a “direct” program with internal underwriting and risk





# FiNet Merchant Expertise

- Payments is a specialized industry
- Regulations and standards are constantly changing
  - EMV
  - PCI
- Rapid technological advancement
  - Mobile Payments
  - Virtual Terminals
  - Tablet-based systems







# What to Consider

## Evaluating your program

- Does your bank currently hold merchant liability?
- Is your bank earning revenue?
- What levels of support are your bank and your merchants receiving?
- Do you receive training and marketing support?
- Are your bank personnel involved throughout the prospecting, sales process and setup?



A close-up photograph of two business people shaking hands. The person on the left is wearing a grey pinstriped suit jacket and a white shirt. The person on the right is wearing a dark grey suit jacket and a light blue shirt. The background is blurred, showing other people in a professional setting.

# FiNet Program

## Our mission

### No risk

- FiNet and our processing partners take on the risk and liability for merchant accounts, NOT your bank



# FiNet Program

## Our mission

### We value our partners

- Our sole mission is to support community banks and their merchants
- We don't solicit merchants directly
- Our focus is supporting and growing the programs of our community bank partners, not competing with them





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# FiNet Program

## Our mission

### Hands on

- In-house sales and service teams enable us and our community bank partners to control the process and focus on the relationship
- Our phones are answered by a live person in our office - never outsourced and no automated systems
- Each community bank partner and its merchants have a designated relationship manager and service representative



# FiNet Program

## Our mission

### Proper tools & training

- Ongoing education and the information necessary to sell and promote the program
- We train our community bank partners to understand the basics of merchant services and successfully identify prospects
- We provide access to tools to monitor sales and service, market the program and evaluate the efficiency of the program on an ongoing basis





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# FiNet Program

## Our mission

### Adaptability and simplicity

- No “one-size-fits-all” approach. Each program is designed for the unique needs of our partner community bank
- No costs or financial burdens
- No barriers to entry; the program can be up and running in a matter of days



# FiNet Program

## Our mission

### Experience

- We know the best way to help structure your program to maximize your revenue
- Our staff has extensive experience in the payments industry - specifically within the community bank space





# FiNet Program

## Sales process

- The bank's program administrator and his/her team, with assistance from FiNet, identify merchant prospects
  - Includes all new business accounts along with existing business DDAs
- FiNet representatives will respond to all leads within one business day
- The FiNet representative, along with bank personnel, will guide the merchant through the sales and setup process



# FiNet Program

## Service and Support

- Each bank has a designated contact within our service department
  - Service representative will coordinate setup, train new merchants and assist with all equipment and account issues
- The FiNet marketing department will provide custom-branded marketing materials and product information
- Reporting on residuals and merchant deposits is available online and provided monthly





# FiNet Program

## Custom landing page

- Each bank has a custom landing page filled with up-to-date co-branded marketing materials, access to reporting, the latest news and product information and links to share merchant leads with FiNet



[FiNet Home](#)[Products & Services](#)[Latest News](#)[Contact Us](#)



**MERCHANT SERVICES PORTAL**

[Submit or Track a Referral](#)

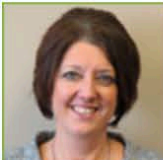
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[Gen X, Baby Boomers see credit cards as a lifeline](#)  
**07/21/15**  
[Apple patent targets ads based on credit card balance](#)

**Your FiNet Representatives**



**Emily LaCivita**  
Relationship Manager  
800.487.5577  
[emily@finetsolutions.com](mailto:emily@finetsolutions.com)



**Wendy Beck**  
Senior Customer Service Rep  
800.487.5577  
[wendy@finetsolutions.com](mailto:wendy@finetsolutions.com)

[See a directory of the entire FiNet team](#)

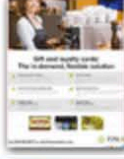
**Marketing Materials & Resources**



**Card Processing**  
Accepting credit and debit card payments



**Mobile Payments**  
Process payments from any smartphone



**Gift and Loyalty Cards**  
Custom designed with multiple program types



**ClearGage**  
Medical payments accelerator



**Online Reporting**  
Complete access to essential accounting information



**Getting Started Guide**  
Instructions for using FiNet's Online Portal and submitting a referral



**Virtual Terminal**  
Process payments over the Internet



**Check Services**  
Check guarantee and conversion



**Invoice Cloud**  
Electronic Invoice Presentation

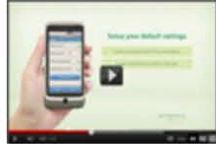


**Donate Now**  
Donation acceptance for nonprofit organizations



**Understanding Statements**  
A resource helping merchants to read their statements

**Product Demos & Informational Videos**



Mobile Payments



Invoice Cloud Overview



Invoice Cloud Demo



ClearGage



EMV Overview



# FiNet Program

## Payment Cycle

- Our lead submission and tracking system allows banks to electronically share leads directly with their assigned FiNet representative
- The status of the lead can be tracked by a bank throughout the sales and setup process

The screenshot displays the FiNet Referral Management System interface. The browser address bar shows the URL: <https://www.paymentcycle.net/Main-Navigator-Lead-Si>. The page title is "FiNet >>> Leader in Merch...". The main content area is titled "Referral Management System" and "General Login". The lead details for "Fabricated Industries, Inc. - ID: 19162839858" are displayed. The left sidebar contains a "main menu" with options: "New Referral", "Find a Referral", "Lead PDFs", and "Documents & Files". The "Lead PDFs" section shows a "Summary Sheet" with details: "Deal Creation Date: Mon, Sep 19, 11", "Deal Created By: Last Modified Date: Fri, Oct 07, 11", and "Last Modified By: Mike Brent". The "Documents & Files" section has an "Attach File" button. The main content area is divided into three sections: "Referrer/Referral Information", "Customer Contact Information", and "Customer Organization Information". The "Referrer/Referral Information" section includes: "Referrer Information: Incognito, Guy - 123 456-7890", "Referral Date: 19-Sep-11", "Referring Entity: Sample Bank - Boardman, OH", "Branch/Location: Other", "Source: In House", and "Acknowledge Date: 07-Oct-11 - Ack. Days: 18". The "Customer Contact Information" section includes: "Name: Mr. John Doe", "Daytime Phone: 345 678-9012 Fax: 345 678-1290", "Title: President", and "eMail: jdoe@fabind.com". The "Customer Organization Information" section includes: "Organization Name: Fabricated Industries, Inc.", "Business Structure: LLC", "Street 01: 123 Main Street", "City: Anytown", "Organization DBA: Fabricated Industries, Inc.", "Referring Merchant ID:", "Street 02: Suite A", and "State: OH Zip: 12345". A "What You Need To Know" section on the right states: "If you are having problems with this process, contact your internal PaymentCycle administrator or Support Point of Contact (SPOC) listed in the Contacts menu below."

| Referrer/Referral Information                       |                                             |
|-----------------------------------------------------|---------------------------------------------|
| Referrer Information: Incognito, Guy - 123 456-7890 | Source: In House                            |
| Referral Date: 19-Sep-11                            | Acknowledge Date: 07-Oct-11 - Ack. Days: 18 |
| Referring Entity: Sample Bank - Boardman, OH        |                                             |
| Branch/Location: Other                              |                                             |

| Customer Contact Information                  |                        |
|-----------------------------------------------|------------------------|
| Name: Mr. John Doe                            | Title: President       |
| Daytime Phone: 345 678-9012 Fax: 345 678-1290 | eMail: jdoe@fabind.com |

| Customer Organization Information              |                                               |
|------------------------------------------------|-----------------------------------------------|
| Organization Name: Fabricated Industries, Inc. | Organization DBA: Fabricated Industries, Inc. |
| Business Structure: LLC                        | Referring Merchant ID:                        |
| Street 01: 123 Main Street                     | Street 02: Suite A                            |
| City: Anytown                                  | State: OH Zip: 12345                          |



# FiNet Products

## Card Processing

- A processing solution for credit and debit cards with low rates, online reporting and no monthly minimums

## Virtual Terminal

- Process payments from any internet-enabled computer. Ideal for recurring billing, mail orders and e-commerce

## Mobile Processing

- Use a smartphone or tablet to process payments from anywhere.



# FiNet Products

## Apple Pay/Samsung Pay

- Accept contactless payments from customers using their smartphones

## POS systems

- Total POS solution for small businesses
  - Inventory management
  - HR functionality
  - Marketing capabilities





# Summary

## Risk vs. Reward

- Does the risk of providing payment solutions to your customers outweigh the reward?
- Merchant services can and should be profitable for a community bank
- An efficient merchant services program should:
  - Carry no exposure to risk and no expense
  - Produce bank revenue on each merchant
  - Increase overall commercial deposits





# Summary

## Control with no risk

- The ideal merchant services program allows your community bank to maintain control of your merchant relationships while eliminating the risk normally associated with operating a “direct” program with internal underwriting
- The FiNet solution meets that ideal



# Summary

## The FiNet Solution

- No liability
- Maintain control
- Guaranteed revenue
- A proactive partner

## ICBA Member Benefits

- Free EMV Equipment: Each new merchant will receive a free EMV-compatible terminal
- Additional Revenue: ICBA banks receive an additional 5% over the standard revenue stream



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a network of solutions





| **FiNet**

**800.487.5577**  
**[finetsolutions.com/icba](https://finetsolutions.com/icba)**



**800.242.4770**  
**[icbabancard.org](https://icbabancard.org)**

