

**Inside this issue:**

Need Cash for your Business?	1
Insider Tips	1
PCI 101	2
Phone Scam Alert	2
Check Representation Service	2
Referral Rewards	3
Referral Form	3

## Need Cash for your Business?

With the banking industry taking a hard hit due to the wavering economy, many businesses are finding it very difficult to obtain financial assistance in the form of traditional bank loans. What you need to know is that there is a low cost alternative available to you called a *Cash Advance*. A cash advance will allow you to obtain funds based on your monthly processing volumes. Here's how it works:

We take a look at the last four (4) months of your Visa/MasterCard statements and determine the average of your credit card receipts. That amount is then funded to you. Repayment is simple - a small percentage of your daily Visa/MasterCard sales is deducted to pay back the advance.



All that is required is that you are current with your suppliers, in good standing with your Landlord, and not in bankruptcy or about to file and that your monthly Visa/MasterCard volume is at least \$5,000. The funds are wired into your account and the best thing about this process, is that it typically takes 5 - 7 business days.

- NO** Tax Returns or Personal Guarantees
- NO** Financials
- NO** Collateral
- NO** Fixed Payments
- NO** Closing Costs

We work with a variety of cash advance companies and will work hard to place you with the right company.

### Cash Advance Uses:

- Purchase Equipment
- Open a New Location
- Help with Payroll
- Consolidate Debt
- Expand Inventory

## Insider Tips...Getting the Best Rates

At Meridian, we want to be your partner in growing your business. So here is some inside information to make sure you are qualifying for the best rate on all of your credit card transactions.

1) The best or lowest rate you can receive is on pin based debit transactions if they are at least \$50.00. If your average ticket is \$50 or higher, you may want to consider adding a pinpad to your credit card

terminal. In most cases, the pinpad pays for itself in 2 years. Here's how it works: When the customer uses a debit or checkcard, you would encourage them to enter their PIN number on the pinpad. By them entering their PIN, it would pass through the debit network which has lower rates.

2) After pin based debit transactions come swiped transactions with the exception of certain rewards cards and busi-

ness cards. Make sure you are swiping the card to ensure that you receive the lowest rate possible.

3) If you need to key-enter a card, make sure you enter the zip code. By something as simple as this, you are able to prevent the transaction from downgrading to a non-qualified transaction for most card types.  
4) Settle your terminal daily. If you do not settle your terminal within 48 hours, you put your

transactions at risk for downgrading. This means, your transactions may fall into a higher rate category.

As with anything else, there are always exceptions to the rules.



Save a tree: sign up now to receive your quarterly newsletter via email. Simply send an email to [service@meridianmerchant.com](mailto:service@meridianmerchant.com) with newsletter in the subject line or call 877.794.5729



# Quarterly Update

## PCI Data Security 101: What is it and who must comply?

Everyone has heard about PCI, but how many actually know what it is and how it impacts their business? Over the next few issues, we will provide you with information on PCI and how it pertains to you.

### What is it?

Payment Card Industry Data Security Standard (PCI DSS) are guidelines set forth to protect cardholder information from security breaches. Initially, each of the major credit card companies

established their own guidelines. In December of 2004, they aligned their policies and formed the Payment Card Industry Security Standards Council (PCI SSC) and released the PCI DSS. It established that merchants must complete an annual Self-Assessment Questionnaire that will determine if a quarterly vulnerability scan will need to be conducted. The questionnaire consists of 4 sections and depending on which section best matches what a company does, will determine the number of questions that need to be an-

swered.

### Who must comply?

Do you accept credit cards?

If the answer is "YES" then you must comply.

If you have any questions, or would like to see a specific topic of PCI discussed in a future issue, please email [service@meridianmerchant.com](mailto:service@meridianmerchant.com) and we will be glad to assist you.



## Phone Scam Alert

It's that time of year again and everyone is looking for a fresh start for the new year - including criminals. Be on the lookout for individuals calling your business and asking your associates for your merchant account information. Common ploys to be guarded against are:

They say that the system has been down for a couple of hours and they 'lost' transactions and they will ask the associate for all of the transaction information including card #'s and amounts so that they can 'restore' the files OR they tell you that you need an attachment to your terminal because your equipment is out of compliance.



Advice to avoid scams:

- 1) Educate your associates.
- 2) Never give account information unless the call was initiated by you.
- 3) Always ask the caller to provide a call back number. Then hang up and call your processing company to verify the number.

## Free Check Representment Service

*Does your business accept checks?*

*Are you tired of making collection calls?*

We can help!

As a valued merchant, you are able to receive this **FREE** service that will save you time and money.

Here is how the program works:

After a check is submitted by a bank for payment and returned, the bank will forward the check to us and we will strategically attempt to present the check an additional two times. However, we will present it as an electronic draft giving it a higher priority and we will also select a day such as a Friday where funds are likely to be higher due to payroll. If we are able to collect the funds, you will receive 100% of the face value of the check. We will bill the check writer an additional fee, keeping the service free to you. If we are unable to collect, we have in place an optional secondary collection agency that will continue to attempt to recover funds on your behalf, which if successful, will give you 70% of the face value of the check.

Let us deal with the hassles of returned checks so you can focus on growing your business.

# Volume I, Issue I

## Referral Rewards \$\$\$

Did you know you can refer a fellow business owner and we will give you a \$50.00 referral reward when they sign a 3 year agreement?

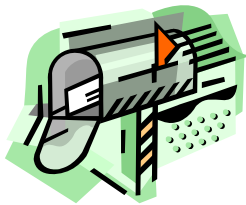
At Meridian, we value every relationship and we strive to provide the very best customer support. It is our goal to handle every concern in a timely and professional manner. If you know of a business who is not satisfied with the support they receive, tell them about us and fill out the form below.

We will contact them and prepare a side by side rate review for them as well as recommending products and services that will best meet their business needs. If they chose to

make the switch, we will notify you and send the referral reward once they sign a 3 year agreement and have begun processing. There is no limit on how many rewards you can receive so get started today!



Save a tree: sign up now to receive your quarterly newsletter via email. Simply send an email to [service@meridianmerchant.com](mailto:service@meridianmerchant.com) with newsletter in the subject line or call 877.794.5729.



### Referral Form

Business Name	Contact	Phone Number
<hr/>		
Business Address	Goods/Services Sold	
<hr/>		
Interested Services	Referred By:	
<input type="checkbox"/> Credit Card Processing	<hr/>	
<input type="checkbox"/> Gift/Loyalty Card Programs	Business Name/Contact	
<input type="checkbox"/> Free Check Representation	<hr/>	
<input type="checkbox"/> Check Conversion/Guarantee	Address	
<input type="checkbox"/> Cash Advance	<hr/>	
	Phone	
	<hr/>	
Merchant Number	Referral Date	
<hr/>	<hr/>	

### Referral Rewards

Tell a fellow business owner about Meridian and you could earn a referral reward!



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