

- Custom messages can be created to send with your online applications and online application links
- Equipment can be ordered online, and you can track its shipping status
- You can select the bank for your online application
- The latest interchange breakdowns are available from the Programs / Registration Documents page of the Library
- Our latest Global Payments application is available, so please download it today

**Price Adjustment!** Our standard Encryption Fee has been **reduced** to \$15!

Have you taken advantage of our **\$99 Hypercom T7Plus** program yet? Buy a brand-new T7Plus for only \$99! Order by phone or online.

And, of course, you can still provide your merchant with a **free** T7Plus through our free terminal program.

#### Interchange Update!

Visa has eliminated the Express Payment Service interchange category, and added the No Signature Required program. Call us for tips on how to sell this new program!

# SIG ALERT



Signature Card Services' Sales Agent Newsletter

August, 2006

## We Are Now A Hypercom Certified Application Provider!

Signature Card Services recently completed its certification process with Hypercom and is now a Certified Application Provider! That means that you can feel confident that when we build your terminal application, it will function properly for your merchants! Here's the release from Hypercom:

"Recently, Hypercom Corporation announced that its 32-bit Optimum T4100 payment terminal for single-lane retailers has received **Class A certification** from Signature Card Services, a multi-faceted payment solutions provider. The



certification opens an important new sales channel for Signature Card Services' Sales Agents as they continue to diversify and expand their product and service offerings

into select new markets, such as the Wi-Fi wireless payment processing, small lodging and fast-food restaurant segments."

Make sure to check out the Hypercom certification site, located at [www.hypercom.com/products/certifications.asp](http://www.hypercom.com/products/certifications.asp).

And call us today to learn about the many features of the new Optimum T4100 terminal, and the new low-cost, PED compliant P1300 pin pad! We can answer any questions you might have about these great new devices!

## New Global Payments Application

Due to bank requirements, we have modified our Global Payments merchant application, adding a few new items that you should be aware of. First, if your merchant is using a fulfillment house, there is a space under the Site Survey Report section of page 1 of the application that asks if you inspected the fulfillment house. We have also added the Bank Disclosure to the first page of the application, so you will **no longer**

**need a separate bank disclosure page!** The Cardholder Data Security section has a couple of new questions that should be answered by the merchant, and the Schedule "A" page has been modified to inform the merchant that, if they choose to accept pin-based debit cards, the debit card network fees will be passed directly through to them. Finally, for each of the pages, there is an initial line at

the bottom that the merchant must initial. The new application can be found on our Agent Resource Center, at [www.sigagents.com](http://www.sigagents.com). The deadline to start using the new application is September 1, so please make sure to download your copy today!

Call us with any questions you might have about the new application, or email us at [agents@signaturecard.com](mailto:agents@signaturecard.com).

## New Interchange Options For Small Ticket Merchants

In the last interchange adjustments in April of this year, Visa added several new merchant categories to their Small Ticket Program. These categories are: bus lines, toll / bridge fees, newsstands, laundries, dry

cleaners, quick copy and car washes. This interchange program offers lower rates for qualifying transactions (those less than \$15), and the merchant is not required to obtain a signature from the card-

holder. The lower interchange fees for these merchants can add to your bottom line with our Revenue Share compensation programs!