



SigALERT

October 2012

Check Out the Improvements on SigAgents.com!

We've recently overhauled our agent website, sigagents.com, and we can't wait to hear what you think!

Take a look and see what we've done. The website still has the same great features, but now with a great new look and more user-friendly navigation.

We promise, we'll continue to make improvements to the site to ensure we're delivering the powerful management and reporting tools you need. We welcome your comments!

Help Your Merchants Maximize Revenue With This New Tool

Every merchant wants to bring in more high-quality customer traffic – and we've got an exciting new technology that does exactly that!

The **Business Intelligence Tool** is a simple-to-use, effective solution that helps your merchants identify key characteristics of their best customers. The technology analyzes consumer data collected via transaction processing, allowing the merchant to view comprehensive, customizable reports on details such as customer age, income, marital status, zip code and general buying habits.

Armed with this deeper understanding

of their top customers, merchants can then launch highly targeted, precision marketing campaigns aimed at attracting more consumers that fit the target profile.

This new tool is not just terrific news for your merchants, it's terrific news for you, too. More business for your merchants means more processing volume and money in your pockets. This tool also gives you a compelling "in" with new merchant acquisition!

Find out more about this tool and how it can maximize revenue for both you and your merchants. Call Aaron, Christina or Halima today!

Signature Card Celebrates 15 Years of Paying Residuals On Time

It's hard to believe, but this year marks our 15th anniversary! That's 15 years of paying residuals on time ... 15 years of offering our agents one of the best compensation splits in the industry ... and 15 years of providing agents with the tools and technology they need for success.

We extend our congratulations to you, our brilliant agents. Thank you for all of your hard work over these

past 15 years. We couldn't have done it without you. Cheers to the next 15!

Since 1997, Signature Card Services has offered quick and easy application processing, same-day equipment deployment, and free merchant set-up. Our low rates, exceptional customer service, and free, state-of-the-art online reporting enable us to outperform the competition and make processing with us affordable and effortless.

New "Quick App" for Retail and Restaurant Merchants

You asked, and we delivered! We're delighted to launch the new shorter and simpler "quick app" for retail and restaurant merchants. We've made the application significantly easier to complete by eliminating unnecessary fields and expanding the sections where possible.

Changes to the app include:

- Targeted to retail/restaurant merchants
- No MO/TO section
- Only one principal
- No more question regarding TMF

We believe this new application will save you and your merchants quite a bit of time. Visit sigagents.com and download it today!

As a Signature Card Services Independent Sales Agent, you can feel confident that you'll receive the residuals you're owed. We've paid residuals on time, every time, for over 15 years.

888-334-2284

Forward your questions or comments regarding this newsletter to marketing@signaturecard.com