



SigALERT

Grow Organically with JCB and China UnionPay



We've noticed that most of our merchants are missing out on an organic growth opportunity that is readily available to them today. By this, we're referring to China UnionPay and JCB processing. These cards are the preferred method of payment for Chinese and Japanese consumers respectively, and their acceptance is included in our standard merchant offering at the same rates as Visa and MasterCard.

So, why are these cards worth mentioning? Well, for one thing, your merchants might not be aware that they have these payment options that open them up to a brand new market. To understand the importance of this market, let's look at its size. There are more than 5 billion cards in circulation! And those are just UnionPay cards. JCB accounts for 69.26 million card members worldwide. Now, this brings it close to home, an average Chinese tourist spends around \$10,800 per trip and most likely pays with UnionPay when visiting the US. In 2014, UnionPay's purchasing volume surpassed Visa's, taking up 52.3% of the world's current market share. Can we afford to let that volume go elsewhere?

We have already started to publicize these payment options to our merchants. In the coming months, we will run multiple campaigns to promote them and their benefits. You too can help us spread the word – mention JCB and UP to your existing merchants and when you pitch our service to a potential merchant. It's an easy way to increase your residuals!

New requirements for merchants in Tennessee

In case you happened to miss the original announcement, we want to make sure you're aware that effective April 2016, and in compliance with Tennessee House Bill 547, merchants doing business in Tennessee must be provided with a total fee percentage on their monthly statements. In other words, all fees are to be added and represented by an effective discount rate.

For now, this fee is being calculated by TSYS and is readily available to TSYS merchants. Non-TSYS Tennessee merchants can contact Signature and we'll make sure those fees are included in the total fee percentage and presented in some other format.

Because pictures speak louder than words

Amount Deducted: \$ 538.74	
Aggregate Fee Percentage: 2.80%	
Average Ticket	Disc P/I
508.79	
401.62	
00	

A little tuning up to make things easier for you

We added a new search option on Sigagents that makes it easier to locate a merchant. The new "search for..." feature allows you to find any merchant in one place. It also shows you their current statuses and other statistics. To get a full explanation on this feature, log into Sigagents and check out the bulletin on your home page.

In case you've forgotten...

Just a quick reminder that all incentive programs have minimum pricing requirements, which you can find at <https://www.sigagents.com/resources/agents/minimum-pricing.pdf>.

Wanna process apps faster?

By submitting your online applications via Sigagents, you can significantly reduce your wait time for approval! This portal is so easy to use and simplifies so many other processes that you'll find yourself wishing you had used it sooner. We know learning how to use any new form of technology can be intimidating, so our Sales Support Specialist, Brandy, will be happy to help you become a pro. Ping her today to schedule your training.

Which POS system is right for your merchant?

Case Study

Your prospect has outgrown Square and is looking for another solution that is somewhere in between Square and a full-blown POS system. This scenario is probably quite familiar to you. How do you strategize your pitch? What kind of solution do you offer in a situation like this?

We thought we should share our recent experience and findings with you to help you craft your pitch, or to just give you the play-by-play so you know what to expect.

We've been bidding on a merchant that is currently using Square's small business package, but was told by Square to move on to the next level. At that point, they decided to shop around for alternative solutions. This merchant is a local craft distillery with a serious footprint in resident restaurants and organic grocery stores. We find bidding on this account fun and exciting, and, adding a merchant like this to our portfolio will open doors to acquiring similar accounts.

The merchant gave us several must-haves:

- A mobile device allowing them to come up to customers to make a transaction no matter where they are in the store, mainly because of the lack of counter space (short-term solution until they grow)
- EMV-capable POS system that integrates with Quickbooks and their bank, manages inventory, and itemizes sales, refunds, and tax that is collected on sales
- Low rates

We've put together a comparative analysis of the POS systems that

match their criteria and gave them options that, in our opinion, were equally suitable for their operations.

We're sharing our homework with you to save you time if you bid on a too-big-for-Square-too-small-for-POS-system merchant. Here are the results:

Features	Apriva	ShopKeep	Clover Station	Clover Go
Detailed order receipts	X	X	X	X
Real-time reporting on any device	X	X	X	X
Staff management (open/close shifts, staff performance, etc.)		X	X	X
Real-time inventory/Barcode scanner	X	X	X	X
Customizable register	X*	X	X	X
Split, merge, or transfer checks/split bill		X	X	X
Can support itemization for sales, taxes, tips, and refunds	X	X	X	X
Seamless integration with QuickBooks	**	X	X	X
Customizable email receipts to include new offers, etc.	X	X	X	X
24/7 support	X	X	X	X
EMV-ready	X	X	X	X
Available on TSYS		X	X	X
Available on First Data			X	X
Works on iOS	X	X		X
Works on Android	X	X	X	X

*Standard option is not customizable

** Autosync is in the works, currently files are downloadable for manual entry

Help us help you

We get so many requests from all of you, and we want to make sure we take care of them in a jiffy. To do that, we need a small favor. When inquiring about a merchant, please include their merchant account number. Having this piece of information is essential to getting your request processed fast.

