

ALTERNATIVE FINANCING



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ACCEPTING CREDIT CARDS TO INCREASE CASH FLOW—NEW HEALTH ORDER

We all know that to in order to legitimize your business, boost sales and be competitive, companies need to be able to accept credit card payments from their customers.

Accepting credit cards can also help improve your business' cash flow. Strong cash flow is more important now than ever. In most cases, credit card transactions are electronically processed and are likely to be settled quickly. Then the proceeds are immediately deposited in to your business bank account by the processor within a matter of days. This will not only increase and improve your cash flow but will discard issues revolving around checks, billing, and invoice collection from your customers.

Now, in response to the COVID-19 pandemic, many counties have issued orders saying that essential businesses must provide for contactless credit card terminals. These counties include but are not limited to Santa Clara, Santa Barbara, Los Angeles, Alameda, Marin, San Mateo, Berkley, Sacramento, Sonoma, San Diego, Placer County, Lake County, Sutter and Yuba, Ventura, Mendocino and Monterey. The order basically reads that any open, essential business must provide for contactless payment systems or if not feasible to do so, disinfect for the next customer by disinfecting all payment portals, pens and styluses after each use.

As a result, we have partnered with a credit card processing company in Southern California that offers a Zero-Touch Solution to help reduce the risk of transmission of the virus. The terminals are customer facing and easy to

sanitize. Your employee just sends the amount to the terminal from their computer and the customer can complete the transaction touch free. There is no signature required and no receipt exchange.

Clearly, you want to do what you can to be safe, minimize your liabilities and save time.

With things shifting and more people working from home, businesses will also likely need to implement more flexible systems to accommodate remote work spaces. It's important to have remote payment processing capabilities. You want your employees to be able to process a payment from any computer with internet access. Or if you have not already set it up, you want the ability to be able to take payments directly from your website. Does your current processing company offer these features?

More importantly, you don't want to be overpaying for a manually keyed credit card transaction vs. a swiped transaction. Our partner will be able to analyze your processing fees and make sure that you are set up properly to minimize the processing costs associated with both card present and card not present transactions. Either way, you will not pay more than what you are paying for the system you have today.

**LET ME KNOW IF YOU WOULD LIKE
TO SET UP A 15-MINUTE DEMO
OF THE PROGRAM.**