



## A QUICK GUIDE TO MERCHANT SERVICES

This Regions Quick Guide is for general information and discussion purposes only.

### The Regions Simplicity Pledge®

Regions is committed to providing you with the information you need to make good financial decisions, and to helping you understand how your accounts and services work – simply, clearly and in plain language.

<p><b>What are Merchant Services?</b></p>	<p>Merchant Services enable your business to accept credit cards, debit cards and other types of electronic payments. With Merchant Services, you can accept cards and electronic payments from customers and receive funds directly into any checking account. Funds are generally available to your business the next business day when credited to a Regions checking account.</p> <p>Regions Merchant Services are provided by Elavon. All transactions are subject to the operating rules and regulations of the applicable merchant agreement and the card brand rules and regulations.</p>
<p><b>How does pricing work for Merchant Services?</b></p>	<p>The pricing for transaction Merchant Services covers a variety of card acceptance and processing costs – some are charged periodically, others on a per-item or transaction percentage basis. For credit and debit card processing, these costs can be broken down into three different types: <i>discount rates</i>, <i>processor fees</i> and <i>interchange fees</i>.</p> <ul style="list-style-type: none"> <li>• The <i>discount rate</i> is used to calculate the amount your business must pay for each transaction. The rate is determined by several factors, including the number of transactions per month, average transaction amount, type of industry, and how the card is presented.</li> <li>• <i>Other fees</i> may be a percentage or fixed amount, and are based on the business’s transaction amounts, frequencies and types.</li> <li>• <i>Interchange fees</i> are set by the networks – such as Visa®, Discover® and MasterCard® – and vary depending on card type, your type of business and the method of the acceptance of the payment transaction. These fees typically are the largest portion of the costs for card acceptance and processing.</li> </ul> <p>▶ <b>TIP:</b> You will pay less for transactions in which an actual credit or debit card is presented for payment. Because the risk of fraud is greater when the card is not present, you will pay more for transactions accepted through the mail, over a telephone or online.</p> <p>▶ <b>TIP:</b> Depending on how the pricing for your card acceptance services is structured, some of these costs may be included as a component of another. For example, interchange fees may be included as part of the discount rate charged for card processing. Processing costs are debited from your checking account on either a monthly or per-deposit basis. These costs will show on your monthly statement of card processing activity, which is available either online or through the mail.</p>
<p><b>Reporting options available to your business</b></p>	<ul style="list-style-type: none"> <li>• Recent account activity, including daily payment acceptance details and deposit history, is reported on each monthly statement and also through an optional web-based service.</li> </ul> <p>▶ <b>TIP:</b> The optional web-based service gives you access to real-time reporting.</p>
<p><b>Payment acceptance solutions</b></p>	<ul style="list-style-type: none"> <li>• Point-of-sale terminals</li> <li>• Specialized software solutions designed for specific industries, e.g., restaurant, lodging, healthcare, etc.</li> <li>• Wireless terminals</li> <li>• Mobile solutions compatible with smart phones/tablets</li> <li>• Mail-order/telephone-order</li> <li>• E-commerce via a PC, which allows secure payment transactions through a website</li> </ul> <p>▶ <b>TIP:</b> Whether your business has existing equipment/software or wants to purchase/lease new equipment, it must comply with the Payment Card Industry Data Security Standard (PCI DSS) for protecting cardholder information. PCI DSS compliance validation information may be found at <a href="http://pcisecuritystandards.org">pcisecuritystandards.org</a>.</p>

## ADDITIONAL MERCHANT SERVICES OPTIONS

If you are a Merchant Services customer, these additional services are also available:

### Electronic Check Service

- Electronic Check Service (ECS) converts consumer and business paper checks into electronic transactions.
- ECS solutions can be tailored to meet any merchant industry need.

### Electronic gift cards/loyalty cards

- Card design and processing features can be tailored to meet the needs of any business.
- Online reporting available.
- Cards can be used to reward customers and retain their business by creating an incentive for return visits.
- Cards can be used to provide credit for returned purchases.

## HOW TO ENROLL IN MERCHANT SERVICES

- Contact any Regions Banker, call 1-800-REGIONS (734-4667) or complete the contact information at [regions.com/merchantservices](https://regions.com/merchantservices).
- Your information will be forwarded to Elavon's local merchant sales representative, who will contact you within 48 business hours.
- Once your account has been approved, you will receive a Welcome Kit that includes steps for getting started. In addition, a Concierge representative will contact you to ensure proper setup and understanding of your solution.
- You will then be able to begin accepting credit/debit card and electronic payments.

## WE'RE ALWAYS HERE TO HELP!

To learn more, stop by your Regions branch, visit [regions.com/yourbusiness](https://regions.com/yourbusiness), or call 1-800-REGIONS (734-4667).

For additional Regions Quick Guides®, please visit [regions.com/clarity](https://regions.com/clarity).