



All of **us** serving you®

Business Partner Referral Program

2021



We work hard to earn your trust.



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Why Elavon?

- Merchant processing industry experience since 1991
 - ✓ Control 100% of the process from sales to customer service
- Elavon – wholly owned subsidiary of U.S. Bancorp
 - ✓ 4th largest processor in the nation / volume
 - ✓ #1 in terms of locations – over 1,000,000
 - ✓ Top 10 global processor
 - ✓ Processing in 30 countries
 - ✓ Process more than \$200 billion volume in Visa/MC transactions
 - ✓ Serve over 1,500 bank clients through more than 15,000 branches
 - ✓ Experienced in certifying Value Added Resellers (VARs)
- Dedicated and experienced merchant sales personnel
- Quality customer service (1-800-725-1243 / www.MerchantConnect.com)
- Experienced in winning and managing large regional and national accounts
- Endorsed by more than 200 Business Partners / Affinity Groups / Associations

What do we offer?

mPOS



Electronic Gift Card



Electronic Check Service



Online Solutions



Terminals



Mobile

At-a-Glance: Payment Solutions

Processing Solutions

- Credit & Debit
- Electronic Check Service
- PIN Debit
- EBT

Prepaid Card Solutions

- Stored Value Gift/Loyalty/Reward Card
- AccelaPay Card
- Rewards Visa Card

Support Solutions

- 24/7 Customer Service
- PCI Compliance Program
- Client Relations
- Solution Design & Integration
- PCI & Security Consulting
- Chargeback Management
- Interchange Advisory Services
- Interchange Optimization



Delivery Solutions

- POS Terminals & Peripherals
- Software & Internet
- VAR Interfaces & Gateway Solutions
- Bill Presentment & Payment
- Mobile Payment Acceptance

Reporting Solutions

- Merchant Statements
- MerchantConnect
- Online Case Management
- Custom Reporting
- Dynamic Merchant Reporting

Specialized Solutions

- Purchasing Card Level III Data
- No Signature Required (QPS/VEPS)
- Contactless
- Dynamic Currency Conversion
- Multi-Currency Processing
- Cross-Border Processing
- Signature Capture
- E2EE & Tokenization

Member / Client Referral Program Overview

- 200 Endorsements by Various Business Partners / Associations and Cooperatives (U.S. & Canada)
- Industry Segments Examples
 - ✓ Professional – Medical; Dental; Legal; CPA
 - ✓ Service – Photography; Automotive Parts / Repair; Wholesale Dist.
 - ✓ Specialty – Campgrounds; Parks; Beauty Supply / Salons
 - ✓ Retail – Hobby; Hardware; Restaurant; Automotive Parts Franchises
- 7,300 Merchants on File / 2019
- 35.7 Million Transactions / 2019
- \$2.2 Billion Processing Volume / 2019

Benefits to Partner

Satisfies Needs of Referral Partner & Membership

- Partner with well-established, trusted industry leader (U.S. Bank / Elavon understands the Association / Referral Partner industry)
- Competitive pricing for membership
- Source of non-dues income (Revenue Share / Royalty / Referral Fee)
- Strengthens banking relationship with U.S. Bank
- Offer increased cash flow to members (deposit / process with U.S. Bank)
- Consultative sales approach (identify & meet business needs of membership)
- Offer variety of payment options, products & solutions (large to small members)
- Responsive (Team provides support, marketing, reporting, service escalation)

Supports Key Business Objectives

- Providing a valued benefit to membership
- Offer services that either save money or make more efficient

Consultative Sales Approach

- Elavon empowers our sales representatives in the field to interact with customers on a consultative basis, offering competitively-priced merchant services and value-added enhancements to meet current & future business needs

Elavon's Business Partner Referral Relationship Team

- Dedicated Local Sales Executive
- Relationship Manager
- Director of Sales
- Director of Relationship Management Team

Resources

- **Referral Sales**
 - Partner Compensation Amount and Structure
 - Member Pricing (Where Appropriate)
 - Contract Negotiation and Execution
 - Transition to Relationship Managers
- **Relationship Managers**
 - Coordinate Business Development Activities
 - Design, Develop and Execute Marketing Plan
 - Deliver Partner Reporting – Compensation and Other
 - Partner Service Needs – Compensation Discrepancies, Escalated Service Issues From Partners and Other
 - Periodic Business Reviews Where Appropriate and Desired

Revenue Opportunity

- Elavon offers a residual / royalty payable to Member Partner starting at 10% Net Revenue share PLUS \$25 per Activated Merchant

Pricing will be determined on a “case-by-case” basis to meet varying member needs

Pricing *includes* percentage sharing of Net Revenue PLUS \$25 per Activated Merchant

NET REVENUE SHARE TABLE	
Total Activated Merchant Accounts (MIDs)	Net Revenue Share
Bronze Level: 0 to 6 Activated MIDs	10.00 %
Silver Level: 7 to 20 Activated MIDs	15.00 %
Gold Level: 21 to 50 Activated MIDs	20.00 %
Platinum Level: 51 to 99 Activated MIDs	25.00 %
Diamond Level: 100+ Activated MIDs	30.00 %

- The residual amount is paid monthly via an electronic ACH payment

Sample Marketing Support Options

- New Member / Client / Franchisee Kit Materials
- Website Link
- Convention / Trade Show Participation
- Presentation at Annual / Regional Meetings
- Newsletters
- E-mail Blasts
- Publication Ads / Educational Articles
- Seminars / Webinars
- Directory Ad
- Testimonials

Benefits of Banking with U.S. Bank

▪ Next-Day Funding

- Members/Clients with a depository account at U.S. Bank qualify for next-day funding of merchant processing

▪ Electronic Check Services

- Paper checks imaged & converted to e-checks at Point of Sale
- Funds settled within 24 – 48 hours
- ECS deposit & transaction info is consolidated with other processing services data on your account reports and statements

▪ Electronic Gift Cards

- Option for offering gift cards as alternative payment option
- Promote additional dental services
- Reward loyal patients / appointment reminders

▪ Online Reporting

- www.MerchantConnect.com

Customer Service

- Elavon provides quality customer service to our merchants
- **Elavon**
 - Customer Service (24/7/365)
 - 1-800-777-7240
 - www.MerchantConnect.com

- **Relationship Manager**

Our Relationship Manager is available to escalate servicing issues for members or clients

Summary

- Attuned to the needs of the members/clients
- Focused exclusively on electronic payment options
- Committed to unparalleled customer satisfaction
- A leader in technological innovation

Thank You!

If you have any questions, please contact:

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