

Merchant Services Provider Paymentmax Offers Free IP Terminal To New Customers

Avoiding the high cost of buying a terminal allows smaller businesses to accept credit card purchases

Los Angeles, CA (PRWeb via [PRWeb](#)) February 13, 2008 -- Today [Paymentmax](#), a leading merchant services provider, announced they will give a free IP terminal to all new accounts who sign a contract for merchant service.

Joey Shap, Chief Sales Officer for Paymentmax, said in the announcement, "In the past the high cost of purchasing a credit card terminal stopped small businesses from accepting cards. Paymentmax is working to make top quality merchant services available to all businesses by offering a free terminal to new accounts."

Unlike the cable television industry which includes their tuner box as part of the package, merchant service providers have traditionally sold or leased credit card terminals to businesses. Studies show most businesses continue to lease their IP terminals.

"You don't need to pay upfront for a terminal or dedicate part of your budget to leasing a terminal. Paymentmax gives you the terminal as part of our merchant services package," Shap said. The move is expected to help many small businesses accept credit cards, a change that could positively impact the economy. Accepting credit cards generally improves sales by 60 percent or more.

Paymentmax uses technology that greatly reduces the time it takes to process a transaction, cutting the wait time in half. This is particularly important in the retail environment where long processing times can cause customers to wait in line and slow down sales.

"Our society operates with credit cards. Top quality merchant services is key to the smooth operation of just about everything from your city's largest businesses to the financial affairs of each individual," Shap said.

About [Paymentmax Processing](#)

Paymentmax Processing is a Thousand Oaks provider of merchant accounts Powered by First Data ® Corporation. Paymentmax provides merchant services across the United States for all types of businesses including retail, restaurant, service delivery, wireless, mail-order, telephone order, and Internet merchants. Paymentmax delivers businesses credit and debit card funds directly into the merchant's existing bank account the next day -- or in as little as 12 hours. See the Paymentmax web site at <http://www.paymentmax.com>.

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