



## **Tribul Merchant Services' Tips For Finding a Cash Advance Provider**

Most merchants are aware of the cash advance product, and while it might not be something every business owner wants or needs all the time, it is something you may want to have access to in the future. Cash advance is tied to credit card processing, so the next time you look at your credit card terminal think of it less as a required tool for taking customer credit cards but as an ATM for your business. While you might not ever need that cash advance, working with a provider that offers both cash advance and credit card processing capabilities is a strategic and smart thing to do.

The key to look for is a well established, full service merchant financial services company offering cash advances, credit card processing, gift cards and ancillary services. Who you do business with matters. You want a large, credible firm that demonstrates a track record. You should properly qualify a cash advance agent. How many cash advance applications do they process a month? What other services do they sell? How long have they been in business? The cash advance company you select should be deeply invested in their own infrastructure and your industry.

### **Tell-Tale Signs To Be Wary Of When Looking For A Cash Advance Provider**

- *An unqualified cash advance agent who has not done many deals, especially for your industry.*
- *A lack of market power.* Just like any other brokered financial service volume matters. The best terms and conditions will always come from the largest entities.
- *Agents who do not speak your language; in order to help, one must understand your business.* Vertical expertise is important for these purposes. Good cash advance companies will always be focused on how they can help their client earn more money or save money.
- *If an agent makes it seem to be easier than it is.* A cash advance is like any other business transaction and sellers who do not pay attention to details invariably deliver very unwelcome surprises to their customers. If it seems "too good to be true," it probably is.
- *Cash advance providers that sell direct or have sole-source correspondent relationships with the source.* It's a competitive market and an emerging industry that is not well understood by many. As is always the case in these type markets, independent agents offer insights, expertise, and options not available from those trying to push a product.
- *A lack of expertise.*

*For more information about Tribul Merchant Services LLC ([www.tribulonline.com](http://www.tribulonline.com)), the provider of point-of-sale credit card processing and e-commerce solutions to regional and middle market merchants throughout the United States, please contact 1.888.TRIBUL-1 (1.888.874.2851) or visit [www.tribulonline.com](http://www.tribulonline.com).*