

# MERCHANT SERVICES APPLICATION

## BUSINESS LOCATION INFORMATION

BUSINESS LEGAL NAME: \_\_\_\_\_  
DBA: \_\_\_\_\_ STORE# \_\_\_\_\_  
PRODUCT/SERVICES SOLD: \_\_\_\_\_  
PRIMARY CONTACT NAME: \_\_\_\_\_  
EMAIL ADDRESS: \_\_\_\_\_  
BUSINESS START DATE: \_\_\_\_\_  
TIME AT CURRENT LOCATION: \_\_\_\_\_  
URL: \_\_\_\_\_

## BUSINESS CONTACT INFORMATION

FIRST/LAST NAME: \_\_\_\_\_  
STREET (PHYSICAL) ADDRESS: \_\_\_\_\_  
BILLING (LEGAL) ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
BUSINESS PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
MOBILE #: \_\_\_\_\_  
DBA ADDRESS: \_\_\_\_\_  
ORGANIZATION TYPE:

- ASSOCIATION
- SOLE PROPRIETOR
- PARTNERSHIP
- PUBLIC CORPORATION
- PRIVATE CORPORATION
- GOVERNMENT CORPORATION
- NON-PROFIT CORPORATION
- OTHER: \_\_\_\_\_

### TYPE OF BUSINESS (CHOOSE ALL THAT APPLY):

- RETAIL
- RESTAURANT
- LODGING
- INTERNET
- MAIL ORDER
- TELEPHONE ORDER
- BUSINESS TO BUSINESS
- OTHER: \_\_\_\_\_

CREDIT CARD SALES VIA WEBSITE? YES \_\_\_\_\_ NO \_\_\_\_\_ N/A \_\_\_\_\_

IS YOUR BUSINESS SEASONAL? YES \_\_\_\_\_ NO \_\_\_\_\_

IF YES, WHAT MONTHS? \_\_\_\_\_

STATE INCORPORATED: \_\_\_\_\_

DATE BUSINESS ACQUIRED: \_\_\_\_\_

TIN TYPE: \_\_\_\_\_

TAX ID #: \_\_\_\_\_

# OF EMPLOYEES: \_\_\_\_\_

## PRIMARY OWNER

FIRST/LAST NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_ SSN: \_\_\_\_\_ DOB: \_\_\_\_\_  
% OWNERSHIP: \_\_\_\_\_ DL#: \_\_\_\_\_ STATE ISSUED: \_\_\_\_\_

### RESIDENCE INFORMATION

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
MOBILE #: \_\_\_\_\_  
STREET ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## SECONDARY OWNER

FIRST/LAST NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_ SSN: \_\_\_\_\_ DOB: \_\_\_\_\_  
% OWNERSHIP: \_\_\_\_\_ DL#: \_\_\_\_\_ STATE ISSUED: \_\_\_\_\_

### RESIDENCE INFORMATION

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
MOBILE #: \_\_\_\_\_  
STREET ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## THIRD OWNER

FIRST/LAST NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_ SSN: \_\_\_\_\_ DOB: \_\_\_\_\_  
% OWNERSHIP: \_\_\_\_\_ DL#: \_\_\_\_\_ STATE ISSUED: \_\_\_\_\_

### RESIDENCE INFORMATION

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_  
MOBILE #: \_\_\_\_\_  
STREET ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

## ADDITIONAL BUSINESS INFORMATION

FIRST BANK DIRECT DEPOSIT ACCOUNT #: \_\_\_\_\_  
(ACCOUNT USED FOR PROCESSING DEPOSITS AND FEES)

### METHOD OF ADVERTISING (CHECK ALL THAT APPLY):

- |  |   |
|--|---|
| <input type="checkbox"/> YELLOW PAGES        | <input type="checkbox"/> INTERNET/EMAIL |
| <input type="checkbox"/> MAGAZINE            | <input type="checkbox"/> CATALOG        |
| <input type="checkbox"/> NEWSPAPER           | <input type="checkbox"/> REFERRAL       |
| <input type="checkbox"/> RADIO OR TELEVISION | <input type="checkbox"/> TELEPHONE      |
| <input type="checkbox"/> DIRECT MAIL         | <input type="checkbox"/> OTHER: _____   |

## LANDLORD INFORMATION

OWN  RENT RENTING SINCE: \_\_\_\_\_  
LEASE EXPIRES: \_\_\_\_\_ CONTACT PHONE: \_\_\_\_\_  
CONTACT NAME: \_\_\_\_\_

## RETURN POLICY

- EXCHANGE ONLY  REFUND CARDHOLDER  
 NO REFUNDS OR REFUND POLICY

**SALES INFORMATION**

VISA/MC VOLUME %: \_\_\_\_\_ SWIPED: \_\_\_\_\_ % KEYED: \_\_\_\_\_ %  
AMEX ONE POINT %: \_\_\_\_\_ SWIPED: \_\_\_\_\_ % KEYED: \_\_\_\_\_ %  
POS \_\_\_\_\_ % MAIL \_\_\_\_\_ % PHONE \_\_\_\_\_ % INTERNET \_\_\_\_\_ %  
TOTAL CASH/CREDIT: \$ \_\_\_\_\_ AVERAGE VISA/MC TICKET: \$ \_\_\_\_\_  
TOTAL ANNUAL MC/VISA VOLUME: \$ \_\_\_\_\_

**TOTAL SALES**

BUSINESS TO BUSINESS \_\_\_\_\_ % BUSINESS TO CONSUMER \_\_\_\_\_ %

**ORDER DELIVERY**

0-7 DAYS \_\_\_\_\_ % 8-14 DAYS \_\_\_\_\_ % 15-30 DAYS \_\_\_\_\_ % 30+ DAYS \_\_\_\_\_ %

MASTERCARD/VISA/AMERICAN EXPRESS ONE POINT SALES DEPOSITED:

DATE OF ORDER  DATE OF DELIVERY  OTHER

EXPLANATION: \_\_\_\_\_

WHO FULFILLS ORDERS: \_\_\_\_\_

DESCRIPTION: \_\_\_\_\_

**ORDER FULFILLMENT VENDOR**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**CREDIT CARD PROCESSING INFORMATION**

HAVE YOU ACCEPTED CREDIT CARDS BEFORE?

YES (IF YES, ATTACH LAST 3 MONTHS STATEMENTS)  
 NO

**PREVIOUS PROCESSOR**

PREVIOUS PROCESSOR: \_\_\_\_\_

PREVIOUS MERCHANT #: \_\_\_\_\_

REASON FOR LEAVING: \_\_\_\_\_

OTHER: \_\_\_\_\_

NUMBER OF YEARS WITH CURRENT PROCESSOR: \_\_\_\_\_

**MERCHANT NUMBERS**

AMERICAN EXPRESS MERCHANT#: \_\_\_\_\_

DINERS MERCHANT #: \_\_\_\_\_

JCB MERCHANT #: \_\_\_\_\_

DISCOVER MERCHANT #: \_\_\_\_\_

TELECHECK MERCHANT #: \_\_\_\_\_

FNS# IF TAKING FOOD STAMPS: \_\_\_\_\_

**ADDITIONAL SERVICES REQUESTED**

AMERICAN EXPRESS  TELECHECK  
 DISCOVER  PIN BASED DEBIT  
 DINER'S CLUB  EBT (FOOD STAMPS)  
 JCB  FLEX-CACHE GIFT CARDS

**FOR MERCHANT AND INDIVIDUAL GUARANTORS**

AS THE PERSON SIGNING BELOW ON BEHALF OF THE BUSINESS DESIGNATED ON THE ABOVE APPLICATION ("MERCHANT"), I CERTIFY THAT I AM AN OWNER, PARTNER, OR OFFICER OF THE MERCHANT AND HAVE BEEN DULY AUTHORIZED TO SIGN THIS APPLICATION FOR MERCHANT SERVICES ON BEHALF OF THE MERCHANT. MERCHANT AND EACH GUARANTOR SIGNING BELOW ("GUARANTOR") HEREBY ACKNOWLEDGE THAT THEY HAVE EACH RECEIVED AND READ (1) TERMS AND CONDITIONS FOR MERCHANT AGREEMENT, (2) ADDENDUM B (PRICING), (3) THE OPERATING GUIDES-RETAIL AND MAIL ORDER/TELEPHONE ORDER/INTERNET TRANSACTIONS. MERCHANT AGREES TO BE BOUND BY THE TERMS AND CONDITIONS CONTAINED IN THOSE DOCUMENTS AND EACH GUARANTOR HEREBY AGREES TO BE BOUND AS A GUARANTOR FOR MERCHANT AGREEMENT. MERCHANT HEREBY AUTHORIZES FIRST BANK TO CREDIT AND DEBIT MERCHANT'S DESIGNATED BANK ACCOUNT(S) IN ACCORDANCE WITH THIS AGREEMENT. MERCHANT REPRESENTS AND WARRANTS THAT ALL INFORMATION ON THIS APPLICATION, AND THE RELATED INFORMATION SUBMITTED IN CONJUNCTION WITH THE APPLICATION IS TRUE, COMPLETE AND NOT MISLEADING. THE APPLICATION NOW BELONGS TO FIRST BANK. MERCHANT UNDERSTANDS THAT THE APPLICATION FEE IS NON-REFUNDABLE. MERCHANT, EACH OWNER/OFFICER AND EACH GUARANTOR AUTHORIZE AND AGREE THAT FIRST BANK, OR ITS DESIGNEE, MAY INVESTIGATE AND VERIFY THAT CREDIT AND FINANCIAL INFORMATION OF MERCHANT, EACH OWNER/OFFICER AND ANY INDIVIDUAL GUARANTOR MAY OBTAIN CONSUMER AND COMMERCIAL CREDIT REPORTS ON THE GUARANTORS, OWNERS/OFFICERS, AND MERCHANT FROM TIME TO TIME. IF THE APPLICATION IS APPROVED, SUBSEQUENT CONSUMER AND BUSINESS CREDIT REPORTS MAY BE REQUIRED OR USED IN CONNECTION WITH THE MAINTENANCE, UPDATING, RENEWAL OR EXTENSION OF THE AGREEMENT. THE MERCHANT, OWNERS/OFFICER AND EACH GUARANTOR AGREES THAT ALL BUSINESS REFERENCES, INCLUDING BANKS, MAY RELEASE ANY AND ALL CREDIT AND FINANCIAL INFORMATION TO FIRST BANK.

ANY UNILATERAL ALTERATION, STROKEOVER AND MODIFICATION TO THE PREPRINTED TEXT OR LINE ENTRIES OF THIS MERCHANT APPLICATION SHALL BE OF NO EFFECT WHATSOEVER, AND AT FIRST BANK'S SOLE DISCRETION, MAY RENDER THIS APPLICATION INVALID.

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

TITLE \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

DATE \_\_\_\_\_

**FIRST BANK USE ONLY**

APPROVED  DECLINED  ADDITIONAL INFORMATION REQUIRED

BY: \_\_\_\_\_ TITLE: \_\_\_\_\_ DATE: \_\_\_\_\_

