MERCHANT FEE
ADVOCATE

Merchant Application Submission Guide

Application Submission Options

As a referring partner, you have two options for submitting applications:

1. Send the merchant their own application link using the "Referral Application Link" from your agent dashboard
2. Use the "Submit a new business for payment processing" link on your agent dashboard to submit the application yourself

Recommended Approach: Submit applications yourself to maintain control over the process and ensure all information is gathered correctly and completely.

Step-by-Step Process

Step 1: Initial Contact with Merchant

- - Explain the application process
- - Inform them of required documentation
- - Schedule a time to gather information and documents

Step 2: Document Collection
Inform the merchant they will need:

- - Articles of Incorporation
- - EIN Letter
- - Government ID for all owners
- - Voided Check or Bank Letter
- - Last 3 months of Bank Statements (complete statements)

Pro Tip: Create a simple email template listing these requirements to send after your initial conversation.

Step 3: Information Gathering Session

A. Business Information
1. Collect Basic Details:
- - Legal Business Name (exactly as it appears on tax documents)
- - DBA Name (if applicable)
- - Business Phone
- - Business Email
- - Website/Domain
- - Detailed description of products/services sold (be specific about all items and services offered)

2. Address Information:
- - Business Address (including suite/unit numbers)
- - DBA/Shipping Address if different

3. Business Classification:
- - Monthly Revenue
- - Industry Type
- - Business Type (LLC, etc.)
- - EIN Number

B. Owner Information
For each owner, gather:
1. Personal Details:
- - Full Legal Name
- - Date of Birth
- - SSN
- - Phone
- - Email
- - Home Address
- - Ownership Percentage

2. Identification:
- - Clear copy of current government ID

C. Banking Details
1. Account Information:
- - Bank Name

- - Name on Account
- - Routing Number
- - Account Number
- - Voided Check/Bank Letter
- - Last 3 months of Bank Statements

Step 4: Application Submission

If Submitting Yourself:
1. Log into your agent dashboard
2. Click "Submit a new business for payment processing"
3. Enter all collected information
4. Upload all documents
5. Review everything before final submission
6. Submit and note the application ID

If Having Merchant Submit:
1. Log into your agent dashboard
2. Copy your "Referral Application Link"
3. Send link to merchant with clear instructions
4. Follow up to ensure they received the link
5. Be available for questions during their submission process

Step 5: Follow-Up
- - Confirm submission with merchant
- - Explain next steps and timeline
- - Schedule follow-up to check on application status

Best Practices

1. Document Collection
   - - Request documents upfront
   - - Verify all documents are complete and clear
   - - Check document dates and expiration
   - - Ensure file sizes are under 512MB

2. Information Verification
   - - Double-check all numbers and dates
   - - Verify ownership percentages total 100%
   - - Confirm addresses are complete and accurate

- - Ensure business names match across all documents

3. Security Practices
- - Use secure methods to collect sensitive information
- - Don't store SSNs or sensitive data
- - Clear any temporary document storage after submission

4. Communication
- - Keep merchant informed of progress
- - Set clear expectations for processing time
- - Be available for questions
- - Follow up regularly on pending items

Common Issues to Avoid
- - Incomplete or cut-off documents
- - Expired IDs
- - Partial bank statements
- - Missing suite/unit numbers
- - Mismatched business names
- - Incorrect EIN numbers
- - Missing owner information

Remember: Taking control of the submission process yourself helps ensure accuracy and completeness, leading to faster approvals and fewer requests for additional information.