



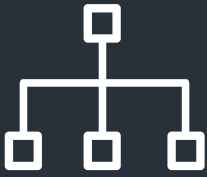
Everything you need to know.

IS PAYFAC RIGHT FOR YOU?



WHAT IS A PAYFAC?

A payment facilitator (PayFac) supplies clients with merchant accounts under its own merchant identification number (MID).



FRICTIONLESS BOARDING

Designed to help customers apply for a merchant account and be up and running to process payments within minutes.



LIMITED QUESTION APPLICATION



INSTANT APPROVAL



IMMEDIATE PROCESSING CAPABILITIES

RAPID GROWTH

The model is seen as a way to facilitate expedited business maturity and make the payments experience seamless for software providers and their customers.



INCREASED REVENUE

With higher revenue shares and low buy rates, often times the PayFac model can exponentially boost bottom line profits.



INDUSTRY REQUIREMENTS

CAPITOL & CASH RESERVES

Needed to support staffing of full-time employees to manage ongoing payment infrastructure support and to pay annual renewal and registration fees to Visa & Mastercard.

STAFFING



PayFacs need full-time employees to handle every aspect of the payments process including sales, customer care and engineering.

UNDERWRITING & RISK = 100% LIABILITY

Develop credit underwriting guidelines and setup merchant risk analysis processes and procedures.

SPONSORSHIP + PCI COMPLIANCE

In order to register as a PayFac, you must have a sponsor with an acquiring bank. Your operation must be fully compliant with the PCI DSS.

APPROPRIATE CUSTOMER BASE

Small businesses that accept moderate volumes of relatively small payments directly from customers. To offset the high PayFac costs and risks, software providers need to make sure customers can generate enough revenue to make the model worthwhile.

WHAT IF YOU COULD BYPASS THESE REQUIREMENTS?

PARAGON'S SIMPLIFIED PROGRAM



Frictionless Boarding



Partner Support



Lucrative Residuals

At Paragon, we provide our partners with adaptable solutions constructed to help grow your business. Paragon helps partners monetize their payments without the typical restrictions. We allow easy transition between partnership structures as programs grow or business goals change.