

Published based on [A Great Merchant Account That Works For You](#)

# **A Great Merchant Account That Works For You**

With more and more people using credit or debit cards for purchases, it's becoming more and more important for store owners to have a Merchant Account. The big question is what are they and how do they work. First of all the simple answer to the first question is that it is an easy way for your customers to pay online or in your store and for a small fee the money is electronically transferred to your bank account.

Online, a Merchant Account acts as a gateway for your customers to be able to buy your products online with the security that their information is safe. Customers fill out a simple form which includes their name, address, phone number and usually a three digit number found on the back of the card. Once the submit button is clicked an authorization is then initiated and usually takes only a second to complete, then the money goes into your account.

In the store, the Merchant Account employs the use of a terminal that customers can swipe their card with, which sends a transmission to the bank which authorizes the transaction and credits your store for the money. Usually the money is in your account fairly quick depending on the service you use.

Getting a Merchant Account is a little more complicated than you would guess. You would almost think that all you would need to do is choose a service rent the terminal, and you'd be up and running. What may come as a surprise to most is that there is an application process.

The potential customer for a Merchant Account goes through a credit check, along with an application that involves questions such as, how much business is expected to be taken care of using credit cards. There is usually a monthly fee plus a transaction fee. Some companies add fees such as, batch fees that are in addition to the other fees or dues.

One thing that most people don't know is that just like getting a good deal on a credit card, you need to research and find a competitive bid on a Merchant Account, that will be a good match for the needs of your company. There are more and more choices all the time that offer so many features, and benefits, that finding just the right company to process your customer's credit card and debit card purchases should be pretty easy to do.

If you want to find out more about the best [merchant account](#), then visit PayLeap and choose the most effective [merchant account services](#) anywhere online.

You can also find this article published on [A Great Merchant Account That Works For You](#), and on the tag pages [business](#), [credit card processing](#), [ECommerce](#), [general](#), [internet](#), [merchant](#), [merchant account](#), [merchant credit card processing](#), [merchant processing](#), [payment gateway](#), [transaction processing](#), [uncategorized](#)