



Merchant Data Systems and Merchant Money Team up to Help Merchants and Sales Agents Increase Their Sales with Product Differentiation

Merchant Money, a leading provider of Factoring Services and Payment Solutions, with its 10-year Partner in Processing, Merchant Data Systems, announce the release of “Business Builders Toolbox” and its Internet Video Marketing module to empower small businesses, ISO’s & Agents.

Miami Beach, FL ([PRWEB](#)) September 12, 2010 -- Merchant Money of Texas announces the release of its Business Builders Toolbox, designed to assist ISO’s in differentiating themselves in the marketplace, help them sign and retain merchant accounts and increase their residual opportunity. Featured in the Business Builder Toolbox is the new and exciting Merchant Money Internet Video Marketing product. Merchant Money CEO Bill Jackson states, “Traditional marketing methods such as radio, TV and newspapers have become more expensive and less effective while our unique Internet Video Marketing plan is more cost effective for merchants helping them to increase sales on the web. This revolutionary product identifies local customers searching for products. Merchant Money is then able to help a local business to capture incremental sales by providing a unique and customized offer to the consumer.” Merchant Data Systems President Drew Freeman concurs stating this is a terrific way for Merchant Money agents and their merchants to find the mutual benefits that are the basis for long lasting business relationships. It’s a win for everyone involved.”

Commenting on the decision to innovate and help change the Payments Paradigm, Bill Jackson comments “In this economy there is no room for error, now is the time for true product differentiation and delivery of a value proposition that absolutely delivers increased sales and profits. This is a must have for sales agents looking for ways to compete.” Jackson completes the value chain and delivery of Payment Processing solutions through its Processing Partner - Merchant Data Systems. Jackson further states, “We have enjoyed a ten year track record of success with Merchant Data Systems back-office support. They are truly a Partner in Processing and we look forward to another 10 years of success together.” The internet Video Marketing program is available now to ISO’s and Agents throughout the United States.

About Merchant Money: Merchant Money is a cash advance and payment processing company. We began our journey in 1997 as Legacy Merchant Services marketing credit card processing and check services to small businesses. In 2005, we incorporated Merchant Money and began investing in our merchant cash advance business to provide working capital to small businesses. Since then, we have added Factoring Services and Internet Marketing strategies to our product line to help provide various business solutions for our clients. We provide merchants with payment processing services and make instant cash advances based on anticipated future credit card transactions. Merchant Money Merchants can use our rapid cash advances to meet payroll, pay taxes, fund marketing initiatives, purchase supplies, or simply acquire additional working capital. Visit us at www.gomerchantmoney.com

About Merchant Data Systems: Merchant Data Systems was founded in 1997 on the principles of delivering outstanding customer service for both our Merchant and Sales Partner clients. We are a full-service payment processing company offering Credit and Debit Card Processing, Check Acceptance, EBT, POS Equipment Sales & Leasing, Merchant Cash Advances, a Proprietary Gift Card and Loyalty programs as well as merchant-friendly PCI DSS Compliance solutions. We also offer industry-leading Payroll programs to streamline our merchants’ operations and help them realize cost savings. Merchant Data Systems can connect to virtually any



merchant; anywhere, anytime... and clients of Merchant Data Systems can accept virtually any form of Payment. MDS also actively pursues Acquisitions and Equity Partnerships providing the opportunity for Cash, Equity and an unparalleled support infrastructure standing behind our Partners. Merchant Data Systems' proprietary residual software ensures accuracy and promptness on residuals and dividends. Merchant Data Systems provides the most technologically advanced and secure payment processing solutions and products available positioning Merchant Data Systems as a one-stop shop for all payment processing needs. Visit us at www.merchantdatasystems.com

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