

HAVAN's trusted payment provider

Baseline delivers industry-leading solutions and service at competitive and transparent rates. We make payment processing simple so you can focus on growing your businesses. And we help companies of all shapes and sizes to automate collections in order to shorten payment cycles, increase cash flow, reduce credit risk, and eliminate costly manual processes.

WE ARE DRIVEN BY:

SIMPLICITY

Many processors still price on complicated pricing models designed to confuse merchants and hide the true fees. On Baseline's simple and transparent Cost Plus pricing model, you will always know exactly what you are paying.

SOLUTIONS

Our expertise and vast network of processing partners means we always have best-in-class hardware and software for your business, whether you are processing face-to-face, in the back office, or online.

SECURITY

Protecting your cardholders and your reputation is of the utmost importance to us. All our solutions include the latest in point-to-point encryption and tokenization to ensure that you operate in a PCI Compliant fashion.

SERVICE

As a Baseline client, you always have us as your first line of service. No call centres, long hold times, or need to answer security questions. You have a dedicated account manager who values your time and knows your business.

SAVINGS

In almost all circumstances, we can reduce your credit card fees in addition to improving your work flow and support. Our billing platforms give our B2B clients access to significantly lower Interchange rates.

2012 Founded in 2012 and based in Vancouver, BC and Nashville, TN, Baseline's focus is on B2B, personal services and the construction industry.

\$2B More than 1,700 businesses trust Baseline with their payments, processing \$2B annually across retail, wholesale and e-commerce environments.



FAQs

Why work with Baseline rather than direct with a major processor?

Baseline's size, experience and large network of major processors, means we can deliver the right solutions to businesses of all sizes across all payment environments, and for great rates. There is nothing cookie-cutter about our solutions, service or pricing, and we do not engage in pricing games such as teaser rates, hidden fees or re-pricing during the contract term. Baseline also provides a level of advice, support, and personalized customer care that is beyond the scope of the big banks:

- A personal account manager who understands your business and is dedicated to you and your team;
- The ability to contact us without fighting through a phone tree or the need to quote account numbers;
- Access to industry experts to consult on any changes in your processing or integration needs;
- Our full support in the event of a chargeback.

How does Baseline get paid, and does it cost us more?

Baseline is compensated by the acquiring bank for clients that we bring on board. There are no additional costs to your organization as the banks pay us out of their revenue. You will not see a bill from Baseline, but you will have our team to support you through the setup process and for the life of our relationship.

Does Baseline manage my funds?

Baseline does not collect, retain, nor manage your processing funds. Even if Baseline ceased to exist, your processing would remain in the hands of one of the largest and most reputable acquiring banks in North America.

Who are Baseline's processing partners?

Baseline is a registered MSP/ISO of Elavon and U.S. Bank. We place deals with five of the six major payment processors in North America. The decision is a collaborative one with our clients, but we will make strong recommendations based on our experience and your needs.

When will I see my money?

All the processors that Baseline works with have next-business-day funding into all the major banks in North America for transactions that are settled before 10 p.m. ET. Some credit union customers might see a one-day delay in funding, but this can be discussed on a case-by-case basis.

Working with Baseline

1

On a discovery call, we clarify your payment processing needs, any limitations of your current setup, and identify opportunities to improve your solution, service, security and pricing.

2

You provide us with a recent monthly merchant statement from your current processor, and we show you what you will save by doing business with Baseline, in addition to how we will improve your workflow and support.

3

Based on your needs and our experience, we make a strong recommendation as to which of our processing partners is the best fit for your business. We manage your account through onboarding and setup, and provide ongoing support, advice and expertise for the life of the relationship.

MORE INFO:

Stefano Coraddini 778.926.1805
stefano@baselineprocessing.com
www.baselineprocessing.com