



# American Express® Card Acceptance Application

## Congratulations for making a Smart Business Decision!

Giving **your customers the option** of paying with the American Express® Card can help your business grow by attracting customers who spend more money, more frequently.

## Our Commitment

American Express will ensure that the Card Acceptance setup process will be **simple and easy**. Within days of signing up, you will also receive a phone call to **verify your business** information. Following the phone call you will also receive a **Welcome Letter** containing the **Terms and Conditions** for American Express Card Acceptance, your merchant number and pricing information. We also will send you a **Getting Started Kit** containing all the information you will need to know as a Merchant. Read this information carefully! The **Getting Started Kit** also includes **American Express decals** for you to display so that Cardmembers know that you accept the American Express Card.

## Attractive Rates for Small Business Owners

In order to qualify for a Flat Fee Rate of \$5.95 per month you must meet all of the following criteria:

- Single location
- Submit and authorize electronically (EDC) and get paid directly into your bank account via ACH
- Not a franchise or co-owned business
- Annual American Express Charge Volume is anticipated to be less than \$4,999. Flat Fee will remain in effect as long as your American Express Charge Volume is less than \$4,999 over any consecutive 12-month period. If your Charge Volume surpasses this amount, you will automatically be transferred to the appropriate discount rate. Once you choose to go off of Flat Fee or surpass the threshold, you may not return to Flat Fee. There are no additional fees as long as you authorize and submit electronically (EDC), and receive payment directly into your bank account (ACH). If you are Mail Order, Home-based or Internet based you will automatically be placed on the Flat Fee program and you will not have the option of a discount rate.

## A Note from your Terminal Provider

Your **terminal delivery and terminal activation** will vary depending upon your bankcard service provider and your processor. Terminal timeliness typically ranges from one to three weeks. If you already have a terminal, your bankcard service provider will ensure that it's ready to process American Express Card charges. Ask your sales representative for the specific time frame. If you have questions regarding your terminal you should **contact your bankcard service provider**.

**For any question, contact American Express Merchant Services 1-800-528-5200**

**Visit: [www.americanexpress.com/merchantservices](http://www.americanexpress.com/merchantservices)**









# ESA Setup Form Instructions

Solid boxes denote required fields and must be completed for SE setup. Failure to provide complete and accurate information will result in automatic rejection. The following table outlines the required fields and other information:

Section	Field(s) Required	Other Information
Header	Source Code	Identifies the source of origination for the setup request (to be completed by HQ and/or Telemarketing).
Header	Order Number	ESA internal order number (completed at HQ).
Header	AMEX SE Number	Order # or AMEX SE # required (to be completed by HQ and/or Telemarketing).
Header	<p>Must check one of the following:</p> <p>New SE (Must complete sections A-F)</p> <p>Change of Processor (Must complete sections A&amp;E)</p> <p>Paper to EDC Conversion (Must complete sections A&amp;E)</p>	<p>New SE: SE does not currently accept AMEX and ESA is either processing bankcard transactions for SE or SE is applying to process through ESA.</p> <p>SE is currently accepting AMEX and wants to change processors.</p> <p>SE is currently accepting AMEX and submits on paper, however, wants to convert to EDC.</p>
Section A: SE Characteristics	<p>Corporate Business Name</p> <p>ARC/IATA Number</p> <p>Street Address 1</p> <p>City, State, Zip, Phone, Fax</p> <p>SIC Code or Industry Code, URL, E-mail</p>	<p>If SE requires an alternate address, check the appropriate box and provide additional address information.</p> <p>Please indicate if the SE is home based. Fill in ARC/IATA # for Travel Agent.</p>
Section B: Miscellaneous SE Information	None required	Please provide information if available.
Section C: Corporate Officers/ Owners/ Company History	<p>Authorized Signer</p> <p>Title</p> <p>Social Security</p> <p>Federal Tax ID (TIN/EIN)</p> <p>Time w/ Present Owner</p>	<p>Name of person responsible for account</p> <p>Title of authorized signer</p> <p>Length of time under current ownership</p> <p>Affiliation: If affiliated with another business that currently accepts AMEX, enter affiliated AMEX SE #. If Multiple affiliated businesses or locations of the same business are being signed concurrently, enter the CAP location's Order # in the Affiliated Order # box for all businesses/locations.</p>
Section D: Discount/Fee Data	<p>Discount Rate</p> <p>Estimated AMEX Annual Volume</p> <p>Estimated Average Ticket</p> <p>Pay Frequency (3, 15 or 30 day)</p>	If Monthly Gross Pay, Daily Gross Pay, or Monthly Flat Fee is elected, check the appropriate box.
Section E: Submission	<p>Must check one of the following:</p> <p>Elec Tran Auth Proc</p> <p>AMEX Terminal</p> <p>Processor #</p> <p>Terminal Provider #*</p> <p>Processor ID #*</p> <p>Descriptor (Prod/Svcs sold)</p>	<p>If Elec Tran Auth Proc chosen, must indicate type of terminal software (i.e., Retail, Dining, Lodging, Service) and provide Processor # in the section that follows.</p> <p>Complete if AMEX Terminal chosen ADDENDUM: EDC through AMEX/PIP Term.</p> <p>* Required by some processors.</p>
Section F: Payment Method	<p>Must check one of the following:</p> <p>ACH: Checking or Savings</p>	If ACH, provide all bank information (i.e. ABA#, DDA#, Name on Bank Acct, etc.) and statement cutoff day, the day of the month on which the statement will print to coincide with bank statements.

For further questions call 1-800-528-5200.

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