



Merchant Cash Advance ISO Program Overview

No matter how lucrative the business, a merchant may find himself lacking liquid capital when he needs it the most. Fast-growing businesses need a way to pay for large upfront costs, and sometimes they might not be able to secure a traditional loan fast enough. Rather than waiting to save the money or struggling to find an investor through the usual avenues, merchants can also seek a merchant cash advance from their credit card processor. In fact, not only can this be a great solution for merchants, but it can be an incredibly lucrative opportunity for sales agents and ISO's.

If you're an agent who wants to increase your revenue substantially, you should probably consider looking into merchant cash advances. At the very least, look for a partner company that offers a good [merchant cash advance ISO program](#) as an option for your clients—you may find that they are more in demand than you might have initially thought.

How can merchant cash advances make you money, though? Well, first, let's explore a few aspects of these deals and how they work:

What is a Merchant Cash Advance?

In short, this is when a credit card processing company buys a percentage of the merchant's future credit card sales, giving them cash up front. It's essentially a loan that is guaranteed by the future sales, and there's no need for collateral because the processor automatically repays itself every day. Perhaps you have experienced something similar as a consumer, where you guaranteed a short-term cash advance with a post-dated personal check. This works in a similar way, except with the promise of a portion of the merchant's revenue.

The merchants can then use this liquid capital in a number of ways, just as they would with any other loan. For example, they may purchase equipment to make their business more efficient, use the money to open new physical locations, update their technology, buy more inventory if they anticipate a spike in demand, or attempt to expand their business through marketing efforts. Generally, it's a good sign when your client intends to use the money to grow.

These cash advances are easier to acquire than normal business loans on the merchant's side, and they are somewhat less risky on the credit card processor's end, since they will automatically retrieve the funds from the merchant's sales that they process. So long as the merchant stays in business, default is unlikely. Usually the loan is repaid in full in less than a year.

How Will this Make You Money?

When you find a partner company that has a good [merchant cash advance ISO program](#), you'll greatly increase the service that you can provide to your client. That alone is great, but just as with any deals that you help create between the end client and the processor, you will receive a commission based on what the processor makes.

Even better, if you choose a good program, you will often also have the choice of funding part of the deal on your own, which means that you will have a much greater share of the profit. Partnering with a company that has this kind of merchant cash advance program is therefore a great choice if you are ready to start investing your own money very heavily. If you find that your pool of merchants is limited or you simply

don't want to concentrate on acquiring a huge volume of clients to increase your monthly income, you can raise your revenue per client by offering cash advances as a service to them.

The good news is that these days, taking advantage of this opportunity is as easy as partnering with Shaw Merchant Group. SMG can help boost your businesses' revenue by offering extremely competitive rates and deals that will help your merchants get the funding that they need.

What Happens When Your Merchant Gets a Cash Advance?

The process for offering a merchant cash advance to your client is rather simple. As soon as you are signed up with a program, such as the one offered by Shaw Merchant Group, you can make a deal with the merchant.

The merchant will agree to sell a certain amount of future sales to the processor (equal to the amount of the advance, plus interest), and they will receive all of the cash upfront. From there, the processor will either take a percentage of each of the sales automatically, or else they will take a certain amount every day from the merchant's bank account. This is very convenient for the merchant, since there's no extra paperwork to do every month and the payments happen silently. When the amount (plus interest) has been repaid, then the processor will stop automatically deducting this money and things will go back to how they were before the cash advance.

Depending on how you arranged the deal, you will receive commission for this upfront. However, if you put your own money into the equation, you will receive interest from the payments in accordance with how much you invested. By the way, you can also receive commission for the portion of the loan that you did not fund, just as you normally would. This is part of what makes these kinds of deals very lucrative for sales agents and ISO's.

When you work with Shaw Merchant Group, you can choose to invest some of your money or none of it at all, so it really is up to you how much risk you would like to take. Since you work closely with your clients and understand their individual situations, you probably have a good idea of where you would like to put your money to work and which clients represent a better investment.

As you can see, offering merchant cash advances is a good move once you have some basic experience in the credit card processing business. Get in touch with Shaw Merchant Group and we can help you design a great solution for your clients that will help them to reach their goals faster.

Click Here: [*Become a Merchant Cash Advance ISO*](#)