**What to Consider When Choosing a Credit Card Terminal**

by Velocity Merchant Services CEO Danoush Khairkhah

Whether operating online or in a brick-and-mortar shop, small business owners today must consider how to choose a credit card terminal. Operating a business without a credit card terminal greatly limits a merchant’s ability to sell to customers, as more and more people today prefer plastic over cash. When choosing one, business owners should consider the following factors:

1. Processing technology. Phone lines and Internet lines are options; Internet lines can make transactions go more quickly but may cost more if a business is not already wired for Internet.

2. PIN pad availability. PIN pads allow customers to pay via debit card by keying in their 4-digit personal identification numbers. Terminals without PIN pads or integrated numerical keypads process all transactions as credit and could disallow debit card-wielding customers to run their transactions as debit, resulting in lost sales.

3. Printer availability. Some terminals come with printers to produce receipts. Others require the separate purchase of a printer.

4. Special features. Some terminals can process gift cards, add tips, process HSA/FSA/HRA cards, offer wireless connectivity, on-screen signing capability, multiple merchant accounts (an important feature for salons), and more.

About Velocity Merchant Services: Founded in 1998 by Dema Barakat, Velocity Merchant Services is a thriving provider of merchant services that guarantees its customers affordability and service. Since Velocity Merchant Services was launched, it has grown considerably and is now headquartered in a 30,000-square-foot facility in Downers Grove, Illinois.