

Atlas Merchant Services, LLC launches new Cash Advance Division

Atlas Merchant Services, LLC (AMS), a Georgia based leading Payment Solutions Provider is pleased to announce the launch of Atlas Capital Funding, LLC (ACF). Atlas is owned and operated by Victor F. Gerber, who has been in the Payment Processing industry since 1994. "Atlas believes there are two customers to serve in bank card processing – our Merchants and their Customers. Our employees are dedicated to supporting the product and service needs of our customers, enabling our Clients to consistently win and retain more business than any other acquiring provider. Our commitment to the profitability and welfare of our clients has enabled us to boast a 93% client retention rate, unheard of in the industry. In these still challenging economic times we were looking for a way to help our merchants not only survive but to grow as much as possible- what better than Capital Funding! We're not just a Merchant Services company, we're a Merchant Solutions company, constantly striving to help our clients in every aspect of their business" Gerber said.

In August of 2009, Eli Sanderson was brought on as the C.O.O. of Atlas Capital Funding. Sanderson has over three years experience in the Merchant Cash Advance industry, with a strong track record of success. Atlas Capital Funding funds the majority of their deals in house. "With our strong financial backing, we're able to offer factor rates substantially lower than the competition for qualifying merchants" Sanderson said. They have also partnered with Merchant Cash and Capital (MCC) of New York with whom Gerber and MCC's C.O.O. Mitch Levy go back many years in the payment processing industry. "It's a real pleasure working with such a talented group of sales agents and customer service that Atlas has. If there's one person anyone would want to work with in this industry, it's Vic Gerber. As well, MCC's Stephen Sheinbaum & Mitch Levy really took an interest in helping us expand our capital funding department by leaps and bounds. MCC's phenomenal group of underwriters, who really think outside the box, is the true success of our growing and diverse portfolio of cash advance merchants" Sanderson added.

In November of 2009 Matthew Broudy was brought on board, as the CMO and CIO of the company. "When I read in Payment Source that only 3% of personal in the industry are devoted to marketing I was shocked. One of the first things I did was bring on Matt to head our marketing department. I see the creative and technological assets they have created as our path to success" said Eli.

Matthew Broudy has developed ACF's technological and creative assets, enabling ACF to provide an unprecedented level of support to its ISO's and Agents. "Anyone can offer merchant processing & cash advance; but what it really comes down to is excellent customer service for our merchants and MLS- not just as a slogan, but as a way of doing business. We're here for the long run" Broudy said.

For additional information, please contact Eli Sanderson at eli@atlasmerchantservices.com. They can also be visited on the web at www.FundingApp.com and www.AtlasMerchantServices.com