

Cornerstone Merchant Services Approved Website Copy & Notes

I. HOME PAGE

GIVE US A CALL. 888.399.3111

[GET A QUOTE](#)

Commented [C1]: Button links to GET A QUOTE PAGE similar to current page:
<https://www.cornerstonemerchant.com/quote.html>

[GOOGLE MULTILINGUAL](#)

Commented [C2]: Translates website to Spanish.

HOME PAGE SLIDER

CREDIT CARD PROCESSING
SIMPLE. SECURE. AFFORDABLE.

[MERCHANT SERVICES](#)

Work with the industry leader. We make credit card processing simple, secure and affordable.

Commented [C3]: This button links people to the SERVICES page below.

[PAYMENT PROCESSING](#)

Accept payments from anyone, anywhere with less risk, more control, and lower rates.

Commented [C4]: This button links to CornerPay.net website. The page will open up on a separate internet browser tab, so visitors can still easily access the Cornerstone website.

HOME PAGE COPY

Cutting-Edge Technology
Cornerstone offers the latest in credit card terminals and All-in-One POS machines.

[Learn More](#)

Commented [C5]: This button links to CREDIT CARD MACHINES page.

No Limitations
Accept credit card payments faster and with fewer demands on your business.

[Learn More](#)

Commented [C6]: This button links to SERVICES page.

Lowest Possible Rates
Our in-house accountants make sure you always get the best possible rates.

[Learn More](#)

Commented [C7]: This button links to GET A QUOTE page.

Honest Pricing
No Hidden Fees. No Annual Renewal Fees. No Cancellation Fees.

[Learn More](#)

Commented [C8]: This button links to GET A QUOTE page.

Protect Your Business

We are an industry leader in PCI compliance. Protect your business and customers from credit card fraud and identity theft.

[Learn More](#)

Commented [C9]: This button links to SERVICES page.

Unparalleled Service

Our dedicated account managers and experienced technicians are there for you...24/7.

[Learn More](#)

Commented [C10]: This button links to SERVICES page.

Get a Free Quote

Our on-site accountants prepare a personalized rate quote within 24 hours. No Fee. No Commitments.

[Request Quote](#)

Commented [C11]: This button links to GET A QUOTE page.

II. FOOTER

Copyright © 2016, Cornerstone Merchant Services, Inc.

The Clover trademark and logo are owned by Clover Network, Inc., a First Data company. All other trademarks, service marks and trade names referenced in this material are the property of their respective owners. EMV is a registered trademark or trademark of EMVCo LLC in the United States and other countries. "Take Charge" is a trademark of Cornerstone Merchant Services, Inc. Cornerstone Merchant Services, Inc. is a registered ISO of Wells Fargo Bank, N.A., Walnut Creek, CA. American Express may require separate approval. All rights reserved. Not responsible for typos, errors, or omissions.

SOCIAL MEDIA LINKS

Commented [C12]: Insert social media icons using the links below.

Twitter: https://twitter.com/cornerstone_ms

Facebook: <https://www.facebook.com/cornerstonemerchant>

YouTube: <https://www.youtube.com/user/CornerstoneMerchant>

LinkedIn: <https://www.linkedin.com/company/cornerstone-merchant-services/>

BLOG

Commented [C13]: This links directly to the new blog page. As reference, the current blog main can be found at <https://www.cornerstonemerchant.com/about/news-top.html>.

CAREERS

We are always looking for talented, hard-working people to join our family. Whether in sales, accounting, or technical support, Cornerstone relies on new people with new ideas to help us grow.

CURRENT OPENINGS

There are no open positions at this time. Feel free to send us your résumé and cover letter. We will carefully review and consider your application for future career opportunities.

Commented [C14]: The copy below will change based on future job openings.

TERMS & CONDITIONS

Commented [C15]: Use copy from current website: <https://www.cornerstonemerchant.com/support/terms-conditions.html>.

PRIVACY POLICY

Commented [C16]: Use copy and format from current website: <https://www.cornerstonemerchant.com/support/privacy-policy.html>.

III. ABOUT

IV. COMPANY

Cornerstone Merchant Services was founded by CEO Chuck Ley in 2004. We started as a small family business, but quickly grew to become a leader in the merchant services industry. Headquartered in Las Vegas, Cornerstone helps countless small businesses and national chains across the country meet the credit card processing needs of their customers.

Industry expertise, cutting-edge technology, and unparalleled customer service is what sets us apart from other merchant account suppliers. From account representatives to company executives, our family of dedicated, hard-working professionals exceed the expectations of clients time and time again.

Chuck Ley, Founder and CEO

Commented [C17]: Insert photo of Chuck Ley.

From 1983-2000, Chuck Ley was Senior Worldwide Executive Vice President at Petronic International in San Jose, California. There he was instrumental in the advancement of securing transactional data for the first manufactured offshore credit card terminal. He was also responsible for the device's bank certification for Bank of America and Wells Fargo Bank. The same technology has resulted in all credit card devices being manufactured offshore.

In 2000, he was recruited by Castlewood Systems in Silicon Valley. As COO and V.P. of Worldwide Sales, Chuck managed the world's largest removable hard drive manufacturing company.

In 2004 Chuck founded Cornerstone Merchant Services, an independently licensed merchant card processor. Cornerstone has total access at every level to a client's merchant account process from start to finish. The ability to work through all risk departments results in the efficient and timely resolution of merchant card problems, allowing a business to operate smoothly.

Since founding Cornerstone, Chuck has volunteered his time to various non-profit organizations throughout the community. He currently sits as the acting executive vice president of Helping Hands of Vegas Valley, an organization he has been a part of since 2010. He is a regular sponsor of the Piggy for Seniors annual fundraiser to help senior citizens of the community who are in need.

Chuck has also dedicated time to Create A Change Now, an organization that seeks to help children make healthier food choices. Additionally, he is a member of the Southern Nevada Officials Association, where he has been refereeing for various athletic programs and events since 2012.

V. CONNECTIONS

Collaboration is the key to our success. We form strategic partnerships and strong friendships in order to help our clients succeed; advance the industry; and enrich the lives of those throughout the community.

Industry Conferences

Cornerstone regularly attends industry conferences, technology symposiums, and security seminars throughout the year. We surpass our competitors by standing at the forefront of security regulations and delivering cutting-edge technology.

Tradeshows

We actively participate in tradeshows, such as Preview Las Vegas and Committed to Our Business Community Conference. Our goal is to educate attendees on industry changes; share new products; and offer customized merchant account solutions for our clients.

Networking Groups

Cornerstone values community relationships. We are proud to be a Selected Provider for the Las Vegas Metro Chamber of Commerce, as well as a member of the Southern Nevada Commercial Group. We are always seeking new ways to connect with others, so encourage you to [Contact Us](#) today.

Commented [C18]: Insert link to CONTACT page.

Charities

We greatly appreciate the support and opportunities from our community. That's why; Cornerstone gives back whenever we can to amazing organizations, such as Helping Hands of Vegas Valley and the Nevada Society for the Prevention of Cruelty to Animals (SPCA). Whether donating time, sponsorship, credit card processing services, or technical help, Cornerstone strives to help those helping others in need.

Affiliates

[Las Vegas Metro Chamber of Commerce](#)

We are proud to be a Selected Provider for the Las Vegas Metro Chamber of Commerce. The Chamber protects and strengthens the Southern Nevada business community, helping its member

Commented [C19]: Insert logo found on current website and link to: <http://www.lvchamber.com/>.

businesses grow and thrive and providing a voice for those businesses in local, state and federal government.

Canyon Creative

Canyon Creative is a Las Vegas-based agency offering creative services, such as branding, advertising, marketing, graphic design, website development, social media, SEO and SEM services, packaging, environmental graphics, and retail product development.

Commented [C20]: Insert Canyon logo and link to: <http://canyoncreative.com/>

C12 Group

C12 is the largest and fastest growing Peer Advisory Group experience in the United States. It's a movement of Christian business leaders truly changing the world in and through the marketplace.

Commented [C21]: Insert logo found on current website and link to: <http://www.c12lasvegas.com/>

Managed Pay

Since 1995, ManagedPAY has successfully partnered with a broad range of clients in need of professional expertise in Payroll, Human Resources, Risk Management and Insurance in order to keep their businesses running smoothly.

Commented [C22]: Insert logo found on current website and link to: <http://managedpay.com/>

Preferred Vendors

Verifone - <http://www.verifone.com/>
Pax Technology - <http://paxtechnology.us/>
Micros - <http://www.oracle.com/us/corporate/acquisitions/micros/index.html>
Info Genesis - <http://www.agilysys.com/solutions/by-products/point-of-sale/infogenesis-pos>
Soft Point - <https://www.softpoint.us/sites/product%20sites/softpointcloud/>
Clover - www.clover.com
Microsoft - <https://www.microsoft.com/en-us/dynamics365/home>
Ingenico - <https://ingenico.us/smart-terminals/countertop-terminals>
CornerPay.NET - www.cornerpay.net
POS Portal - <http://www.posportal.com/>
Apple - <http://www.apple.com/retail/summerlin/> & <http://www.apple.com/retail/fashionshow/>
USAePay - <https://usaepay.info/>
Skidata - <http://www.skidatausa.com/car-access.html>
BridgePay Network Solutions - <http://www.bridgepaynetwork.com/>
DataCap Systems Inc. - <http://www.datacapsystems.com/>

Commented [C23]: These will be logos that link to each website. We propose programming this as a filmstrip slideshow that rotates automatically at the bottom of page.

VI. SERVICES

Cornerstone makes credit card processing simple, secure, and affordable. Whether a small business or national retailer, we customize a merchant services plan to meet the needs of your business.

No Limitations

Cornerstone helps your business accept credit cards faster and with fewer demands than any other provider throughout the industry. Accept Visa, MasterCard, Discover, American Express, JCB, Diners Club, as well as other regional and national debit cards.

Cutting-Edge Technology

Cornerstone offers the latest in credit card terminals and All-in-One POS machines with a wide array of hardware and software options. We are an authorized reseller of the new line of Clover™ Credit Card Machines featuring the latest in card-swiping technology and security standards. All machines are EMV® compatible and fully customizable to suit your personal business needs.

Free Installation and Training

It's easy to start. Cornerstone offers free installation and training, so you can quickly and comfortably begin processing credit card transactions right away.

Free Maintenance and Repair

You are never alone with Cornerstone. We offer free equipment maintenance and service, so your business can continue processing credit cards long after the first swipe.

Lowest Possible Rates

Why pay more? Our in-house accountants make sure you get the best possible rates by conducting a thorough review of your current processing statement.

Honest Pricing

Pay only what we promise. Cornerstone does not believe in "hidden fees." There are no annual renewal fees and no cancellation costs if you ever dissatisfied with our service. We are that confident in the level of service we provide to all customers.

Protect Your Business

We are an industry leader in PCI compliance. We have always beat security regulations to the punch by ensuring our customers were safe and long before it was required. Protect your business and customers from credit card fraud and identity theft.

Unparalleled Service

Customer service sets us apart from competitors. Our dedicated account managers listen closely to the needs of your business and customize a merchant services solution tailored to you. Our expert technicians provide free technical support...24/7.

Get a Free Quote

Our on-site accountants prepare a personalized rate quote within 24 hours. No fee. No commitments. Already processing credit cards? No worries. We guarantee to meet or beat your current processor's rates.

[Request Quote](#)

Commented [C24]: This button links to GET A QUOTE page.

Accept Checks Securely

Our check processing program is customized to meet the unique needs of your business. Appeal to a wider customer base; increase sales; and minimize your risk with Cornerstone.

[Contact Us](#)

Commented [C25]: This button links to CONTACT page.

Additional Cornerstone Services

ATMs

Prefer to operate your business on a "cash-only" basis?

[Contact Us](#)

Gift Cards

Profit from the most popular gift request in the United States.

[Contact Us](#)

Loyalty Programs

Reward cards are a proven method to retain customers.

[Contact Us](#)

Cash Advances

Need more money to supplement your bank loans?

[Contact Us](#)

Commented [C26]: We propose listing each product with a quick teaser line and then provide a Contact Us button. This button links to the CONTACT page.

VII. EQUIPMENT

VIII. CREDIT CARD MACHINES

Cornerstone offers a wide range of POS credit card terminals for retail, restaurants, and other businesses throughout the service industry. Whether a national chain or small business, we deliver. Whether looking for a basic keyed-in entry unit or cutting-edge Apple Pay™ compatibility, we deliver. All credit card machines offered by Cornerstone are EMV® compliant.

Insert Credit Card Machines

Cornerstone is proud to be an authorized reseller of the new line of Clover™ Credit Card Machines. Clover™ features the latest in card-swiping technology and security standards. All machines are EMV® compatible and fully customizable to suit your personal business needs. Accept Apple Pay and Android Pay payments, keep detailed sales records, and even see analytics from your cashier's on-the-job performance. Choose from the fully-featured POS solution with Clover Station, the one-size-fits-all Clover Mobile, or the small and versatile Clover Mini today.

Commented [C27]: Please reference: <https://www.cornerstonemerchant.com/equipment/credit-card-machines.html>. We will insert images and links similar to your current page.

Commented [C28]: Propose we highlight this copy on the sidebar of page.

IX. CORNERPAY.NET

Accept payments from anyone and anywhere with less risk, more control, and lower rates.

CornerPay.net sets a new standard throughout the credit card processing industry. We offer the most advanced features, highest level of security, and the lowest possible rates. Our Virtual Gateway allows your business to process transactions anywhere in the world from web-enabled devices and supports a variety of payment methods, including credit cards, debit cards, and ACH transactions.

CornerClick Shopping Cart
CornerLink Website Shopping Cart Integration
CornerSync QuickBooks™ Integrated Plugin
Merchant Guard Security
Customer Guard Solutions
Detailed Analytics
Automated Recurring Billing
Electronic Invoicing

X. HELP

Commented [C29]: Bill, we spoke on the phone about this. These 2 forms are identical. If you think we should combine, then I need to change the intro copy to reflect both forms. Let's chat.

XI. TECHNICAL SUPPORT

Our Help Desk is fully staffed and ready to assist you. If you are experiencing technical issues, please complete the form below and one of our expert technicians will respond within 24 hours.

Commented [C30]: For reference, visit: <https://www.cornerstonemerchant.com/support/technical-assistance.html>.

Name:

Business Name:

Email Address:

Please describe your issue:

Commented [C31]: Insert a Contact Form with the following fields.

XII. ACCOUNT SUPPORT

Our Client Service Center is fully staffed and ready to assist you. If you have questions regarding your merchant services account, please complete the form below and a dedicated account representative will respond within 24 hours.

Commented [C32]: For reference, visit: <https://www.cornerstonemerchant.com/support/account-assistance.html>

Name:
Business Name:
Email Address:
Please describe your issue:
Submit

Commented [C33]: Insert a Contact Form with the following fields.

XIII. FAQs

Commented [C34]: For reference, visit:
<https://www.cornerstonemerchant.com/support/faqs.html>

Cornerstone delivers unparalleled customer service. Our Help Desk and Client Service Center resolve issues quickly, but we encourage you to review the most Frequently Asked Questions below.

Is my quoted rate a guarantee?

Yes. Any merchant account rate quote provided to you by Cornerstone will be honored once your account is open, guaranteed.

Can I purchase a credit card machine without a Cornerstone merchant account?

Yes. Cornerstone provides its full array of hardware and terminals (credit card machines) for sale to any interested parties. Please visit our catalog by clicking this link. You may also contact us at (888) 399-3111 or contact@cornerstonemerchant.com for further details.

Does my business need to be in Nevada to have a Cornerstone merchant account?

Not at all. Cornerstone serves the entire United States and has clientele in all fifty states. If you're in the United States, no matter where, your business is eligible for a Cornerstone merchant account.

What is CornerPay.NET?

[CornerPay.NET](#) is Cornerstone's newly-launched gateway solution. It's an all-in-one platform that gives you more control over your business's transactions and more opportunities to accept payments. It also helps protect your business from fraudulent transactions, and gives you the power to reach more customers than ever before. Plug it into your website or mobile device to accept payments on the go, invoice your customers electronically and have them pay you instantly with the click of a mouse, get a bird's-eye-view of your market reach, and much more.

What's the difference between a Cornerstone account and a CornerPay.NET account?

In short, there is none. Both types of accounts are boarded the same way and subject to the same pricing structure with regard to rates and hardware. In fact, all current and future accounts are now automatically set up on the [CornerPay.NET](#) platform. However, accounts that began prior to the launch of [CornerPay.NET](#) do not have access to the new features of the platform. So if you sign up for a

Cornerstone account today or tomorrow or next year, you will have access to all the great new features of [CornerPay.NET](#).

I have an old Cornerstone account. How can I get access to the CornerPay.NET features?
Just give us a buzz and we'll take care of it for you right away. Call us at (888) 399-3111 or shoot us an email at contact@cornerstonemerchant.com to speak with a representative who will make the updates to your account and walk you through the new features.

How do I change the bank information on my merchant account?
Notify a customer service representative at (888) 399-3111 or by filling out this [form](#). We will ask you to provide us with a copy of a pre-printed voided check or bank letter from your new bank. Please allow 24-48 hours for the change to take effect.

What do I need to do if I want to open another store or new location?
Please contact a customer service representative at (888) 399-3111 or by [email](#), or simply fill this [form](#). An account specialist will assist you in making the appropriate adjustments to your account.

What is EMV®?
EMV (Europay, MasterCard, Visa) is a new, more secure way to accept credit cards. EMV will allow merchants to accept secure payment transactions through Smart Chip/RFID technology (e.g. Apple Pay and Microchipped Credit/ Debit cards). All merchants in the United States will be required to have the ability to accept EMV payments beginning October 1, 2015.

How do I know if my credit card machine is EMV compliant?
Please contact a customer service representative at (888) 399-3111 or by [email](#). They will provide you with a list of credit card machine models that are EMV compliant. If you are a Cornerstone customer and your current credit card machine is not compliant, Cornerstone will provide you with a state-of-the-art credit card machine at a reduced cost.

XIV. CONTACT

General Questions (contact@cornerstonemerchant.com)
Account Help (support@cornerstonemerchant.com)
Technical Support (tech@cornerstonemerchant.com)
Website Help (webmaster@cornerstonemerchant.com)
Sales (sales@cornerstonemerchant.com)

Commented [C35]: The CONTACT page will be similar to current:
<https://www.cornerstonemerchant.com/support/contact.html>. We will change the field copy "Do you wish to contact one of our team members specifically?" to "Please choose a department, so we can serve you faster."

Commented [C36]: Bill, these are the new drop down options for the field above. Unless we speak beforehand, please call me to discuss how we handle this section. Working with client on the most appropriate email addresses for these drop down options.

