



Complete toolkit for ISOs leads to *exponential growth* for PayCompass

How Priority's industry-leading
technology and guidance fuels success





<OVERVIEW>

A partner for unmatched results

Since 2020, PayCompass, a payments independent sales organization (ISO), has been dedicated to living by its motto of “AgentFirst.”

In their quest to provide an unparalleled experience for agents and merchants, PayCompass sought a partner who could support their growing business from the ground up. PayCompass’ commitment to their sales agents paired with Priority’s integrated technology has proven to be the perfect match — a combination that has led to exponential growth for PayCompass.

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In our early days, we tried out everybody under the sun. But Priority was always there, especially with the strong technology options, and from a standpoint of helping us through some of the pitfalls of the growth of the business. *The guidance in building our ISO business was really huge, and the technology that’s offered is really head and shoulders above many other companies.*”



Justin Volrath

Owner, PayCompass





Building a lasting partnership

As a new company, PayCompass spoke with several technology providers to find the right partner to help get their business off the ground. Their primary focus was on the individual salesperson, ensuring that agents received the support and tools to thrive.

PayCompass wanted a partner who shared their vision and could provide comprehensive guidance as they ramped up. They needed more than a payments provider; they needed a partner that understood commerce networks — and PayCompass found that ideal partner in Priority.

Priority offers a range of products — from POS to banking and treasury solutions — that enable agents to deliver exceptional service to merchants. The relationship between Priority and PayCompass has been transformative, thanks to Priority's MX™ Merchant suite and unwavering support for ISOs.

This strong partnership has yielded impressive results. By mid-May 2024, **PayCompass already onboarded more accounts than they did throughout the entire year of 2023**, a remarkable achievement they credit in large part to their partnership with Priority.



Accessible and robust technology

Priority's MX™ Merchant suite provides merchants instant access to a robust portal where they can view statements and transactions and accept payments directly from their computer or mobile device. This seamless accessibility, without additional steps or costly external products, has been a game-changer for PayCompass' merchants — and

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To have all the products in one ecosystem where they're all talking to each other and all being reported in one place that the merchants can see, *it's a big differentiator from other processors out there.*”



Justin Volrath
Owner, PayCompass



Ongoing guidance

In the early stages of their development, PayCompass faced numerous questions and uncertainties about establishing and growing their business effectively. Priority played a crucial role in consulting with them as they navigated these challenges.

For example, Priority helped guide PayCompass through ISO registration, including explaining the advantages of registration, detailing the necessary steps and providing the resources needed to complete the process. As PayCompass grows, Priority continues to provide additional resources and consultation, reinforcing its commitment to PayCompass' success.

Mutual growth

Priority continues to innovate and introduce groundbreaking solutions like Passport, an integrated banking and treasury solution, enhancing PayCompass' value to their merchants. By providing a full suite of integrated solutions, Priority enables PayCompass to build a diversified portfolio that meets the varied needs of their clients.

Priority is prepared to scale with PayCompass, enabling them to evolve with the market and consistently bring cutting-edge solutions to their merchants. This partnership drives mutual growth and ensures PayCompass remains at the industry's forefront, empowering its agents and merchants to achieve greater success.

Flexible and tailored fit

PayCompass emphasizes a consultative sales approach where agents sit down with merchants to understand their needs and offer a custom suite of solutions from the "PayCompass toolbox." This toolbox is filled with various solutions, many of which are Priority products or powered by Priority's technology.

However, Priority's ability to integrate with other products when necessary ensures that merchants receive the best fit for their unique needs. This flexibility enables PayCompass agents to offer tailored solutions to their clients and generate more revenue.

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A lot of other processors are actually competing with their ISOs. But Priority is very ISO-centric and there to support you, which allows us to be fully focused on supporting our agents.”



Justin Volrath
Owner, PayCompass

Driving growth with Priority

With Priority's MX™ Merchant suite and unwavering guidance, PayCompass has been able to uphold its "AgentFirst" motto, provide exceptional service to merchants and achieve continuous growth. Priority's robust technology, comprehensive support and flexible integration capabilities empower PayCompass to offer bespoke solutions tailored to merchants' exact needs.

Ready to move beyond payment processing to monetize your entire commerce network and generate more revenue?

Get in touch with Priority to learn more about how we can work together.

About Priority

Priority is the payments and banking fintech that enables businesses to collect, store, lend and send funds through a unified commerce engine. Our platform combines payables, merchant services and banking and treasury solutions so leaders can streamline financial operations efficiently — and our innovative industry experts help businesses navigate and build momentum on the path to growth. With the Priority Commerce Engine, leaders can accelerate cash flow, optimize working capital, reduce unnecessary costs and unlock new revenue opportunities.

