



How Siren Records *Streamlined* Inventory, Payments, and Banking with MX POS and Passport



< OVERVIEW >

Modernizing Inventory, Payments, and Growth

Siren Records McHenry is an independent record store deeply embedded in the Chicagoland music scene. From original vinyl pressings and vintage audio equipment to in-store performances and merchandise, the store manages a high volume of unique and often irreplaceable inventory.

As the business grew, its original point-of-sale system, Square, could no longer support the complexity of managing inventory, payments, and vendor relationships. Owner Bill Linquist needed a solution that could scale with the business, streamline inventory management, and simplify financial operations, without adding technical complexity. That search ultimately led him to **MX™ POS** and **Passport**, Priority's banking solution.

KEY TAKEAWAYS

- **MX POS enabled scalable inventory management through barcode creation and bulk uploads**
- **Passport, Priority's Banking solution, unified POS, inventory, and banking into a single source of truth**
- **Faster inventory turnaround directly increased revenue**
- **Hands-on customer support made adoption easy and intuitive**

< CHALLENGE >

High Costs & Rigid Insurance Models

The store's previous setup relied on Square for point-of-sale and payment processing. While it worked well in the early days, its limitations became increasingly clear as the business expanded.

Inventory management was time-consuming and restrictive. The generic cash register system offered limited customization, making it difficult to properly code products, manage barcodes, or scale inventory efficiently. Manual data entry became a major drain on time and labor, especially for a store dealing in unique and collectible items.

Paying vendors and individual consignment sellers was another challenge. ACH and wire transfers added unnecessary costs, meaning the business was paying the bank simply to pay sellers. Over time, these fees created added financial strain.

Hardware was also a barrier. The prior POS system is heavily tied to Apple products, and as the business grew, maintaining an Apple-centric hardware setup became a major deterrent. At that point, the system no longer aligned with how the business actually operated or where it was headed.



< SOLUTION >

Flexible, Compliant Financial Infrastructure

What immediately stood out about MX POS was its ability to handle inventory at scale, specifically through barcode creation and bulk inventory uploads, Bill said.

“The inventory tracker is so good it can even reorder for you. If I’m down to three pieces, it tells me. That alone saves you from losing customers.”



Bill Linquist

Owner, Siren Records McHenry

To put the system to the test, Bill gave Priority a major challenge: uploading 600 different record releases for a single event. Priority handled the barcodes and product information and completed the upload within an hour. What would have previously taken days of manual labor was completed accurately the same day.

With MX POS, inventory check-in became as simple as scan, confirm, and done, dramatically transforming day-to-day operations.

“If I had to manually upload 600 titles myself, it would take days. With Priority, I send the sheet, tell them my margin, and it’s done. All I have to do is spot-check and put the sticker on.”

–Bill Linquist, owner

As a complement to MX POS, Priority’s banking solution, Passport, solved another major pain point: paying vendors and consignment sellers while keeping finances organized. Passport enabled Bill to manage payments, track transactions, and consolidate financial operations in one unified system.

Customer support played a critical role in the transition. Being able to speak directly with a knowledgeable support team made adoption seamless. For Bill, the combination of powerful POS functionality, banking capabilities and hands-on service made the investment an easy decision.



< RESULTS >

Faster Launch, Lower Costs, Scalable Growth

MX POS and Passport quickly became more than just tools; they became the operational backbone of the business.

“Now you can take all that time you used to spend entering inventory and refocus on selling more products. Instead of figuring out how to get items into the system, you’re focused on getting them out the door.”

–**Bill Linqvist**, owner

Bill consolidated inventory management, payments, and banking into a single platform. Over time, he realized he no longer needed an external bank account; Passport handled everything. Funds were immediately accessible, and vendor payments became faster, cheaper, and easier to track.

Managing consignment inventory became significantly more efficient. Passport enabled instant payments through book transfers, eliminated ACH and wire fees, and provided clear transaction tracking.

“Passport lets me put everything in one place, track it clearly, and save money at the same time.”

–**Bill Linqvist**, owner

With multiple accounts inside Passport, Bill gained full financial visibility. Sales tax, vendor payments, cost of goods, and profit could all be separated automatically, eliminating guesswork and preventing overspending.

Operational improvements included:

- **Inventory turnaround reduced from weeks to 24–48 hours**
- **Unique collectibles logged, labeled, and shelf-ready overnight**
- **Real-time inventory visibility improved customer service**
- **Automated low-stock reordering prevented lost sales**

As Bill put it,

“This makes everything worth every penny.”





< CONCLUSION >

A New Standard for Employee Benefit Innovation

By implementing MX POS and Passport, Siren Records transformed time consuming manual processes into a streamlined, scalable operation. With faster inventory turnaround, unified financial management, and real-time visibility into the business, the store is now positioned to grow without operational bottlenecks. What was once a daily challenge is now a competitive advantage.

Take control of inventory and operations with **MX™ POS**.

Bring banking and treasury into one powerful platform with **Passport**.

About Priority

Priority is the payments and banking solution 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. To learn more about Priority (NASDAQ: PRTH), visit prioritycommerce.com.

