OREGON LAW PRACTICE MANAGEMENT

My Experience with Square

A number of lawyers have asked me recently about using <u>Square</u> to process credit card transactions. Admittedly, the <u>ads are appealing</u>. If you are an <u>iPhone</u>, <u>iPad</u>, or <u>Android</u> user and want simple, straightforward credit card processing, I understand the temptation. <u>Square</u> advertises:

- Fast set up
- A free credit card reader and free apps
- Next-day payout
- 2.75% merchant fee

If you occasionally accept credit cards for earned fees only and own an <u>iPhone</u>, <u>iPad</u>, or <u>Android</u>, then <u>Square</u> may be a good choice for you. It is <u>not</u> a good choice if you:

- Want to accept credit cards for trust funds (Only one account can be linked at a time.)
- Anticipate taking payments offline (You must have an Internet connection to swipe.)
- <u>Don't have the app</u> (There is no way to process payments through the <u>Square</u> Web site in lieu of a mobile device.)
- Prefer <u>maximum flexibility in processing refunds</u>. (Refunds are only available for transactions processed less than 60 days ago. Partial refunds are not allowed.)
- Expect to <u>process payments manually</u>. (If you accept more than \$1,000 in card-not-present payments
 during any trailing seven day period, <u>Square</u> will defer depositing the amount in excess of \$1,000 for 30
 days but see the tips below.)

The lesson here is simple: always know the Terms of Service for any vendor with whom you do business. It only takes a few minutes to review the content at <u>Square's Help Center</u>. I found it to be direct, to-the-point, and easy to navigate.

My Experience with Square

As a customer, I used <u>Square</u> for the first time recently. I really liked it! The store owner swiped my card, entered the amount and description, and I used my finger to sign on her <u>iPad</u>. It was easy/breezy. (I chose to have the receipt e-mailed to me.)

Tips for Using Square

A couple of tips that I learned from this retailer and a lawyer I know who uses <u>Square</u>:

- Customer support is friendly, helpful, and knowledgeable. Once you jump through the support hoops on their Web site, I'm told they are very easy to work with.
- Haggle! Terms with <u>Square</u> can be negotiated just ask! One lawyer I know got <u>Square</u> to change his
 terms for processing payments manually see above. I'm sure it didn't hurt that he had a track record
 with them.
- Using <u>Square</u> on the <u>iPad</u> is substantially easier than using it on the <u>iPhone</u> or <u>Android</u> (Clients will have a difficult time signing on the small screen of your smartphone.)
- Remind ladies with long fingernails to sign with the pads of their finger, not with their nails the
 signature technology is heat-sensitive. Nails won't work and may scratch the surface of your <u>iPhone</u>,
 <u>iPad</u>, or <u>Android</u>.

Other Alternatives for Lawyers Who Want to Take Credit Cards

<u>LawPay/Affinipay</u> is my favorite choice by far.

How does **LawPay** work?

- Lawyers using <u>LawPay</u> save up to 25% on credit card processing fees compared to typical bank charges for the same service.
- Fees are deducted exclusively from the operating account (no client money is ever taken).
- Funds are never commingled between the operating and trust account.
- You are in control of your deposits. If you take a credit card for a retainer, simply direct <u>LawPay</u> to
 deposit the funds in your trust account. If you accept a credit card for fees you have already earned,
 direct <u>LawPay</u> to deposit the proceeds into your operating account. Your ability to "direct traffic"
 ensures that funds are always properly separated.
- Transactions can be processed traditionally or via virtual terminal (i.e., over the Internet).

For a refresher about accepting credit cards (and the ethical constraints), see this blog post.

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