Payment Options (Merchant Accounts) In Max Classic

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This article applies to:

It's awesome to be able to sell your products online, through your shopping cart, or through your order forms, but the money needs to get to your bank. That's where your Keap merchant account comes into play. You can use PayPal and/or a merchant account to process payments. When an order is placed through the shopping cart, an order form, or via a manually created order, Keap collects the information (e.g., customer, product(s) fees, sales tax, and shipping fees).

It then calculates an order total and passes that number and the billing information (name, address, and encrypted credit card number) securely to a payment processor.
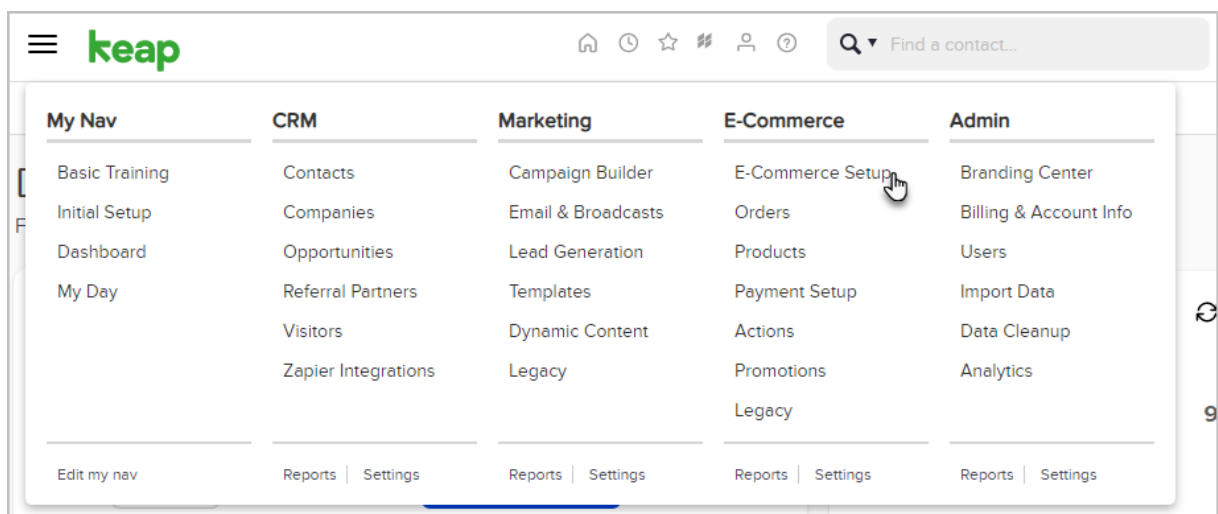
The payment processor takes that information and completes the actual financial transaction, charging the customer's credit card. It also handles the currency part of the transaction. Keap passes a number to the processor, and the charge is processed based on the currency you have set up in their system.

Payment Processor Type	Benefits	Compatible Order Method(s)	Item Type(s)
• PayPal	• Inexpensive to set up • Easier to qualify • Customers can pay with balance transfers • Pay per use, no monthly fee	• Shopping cart and order forms	• Products and Subscriptions
• Merchant Account / Gateway	• More robust		

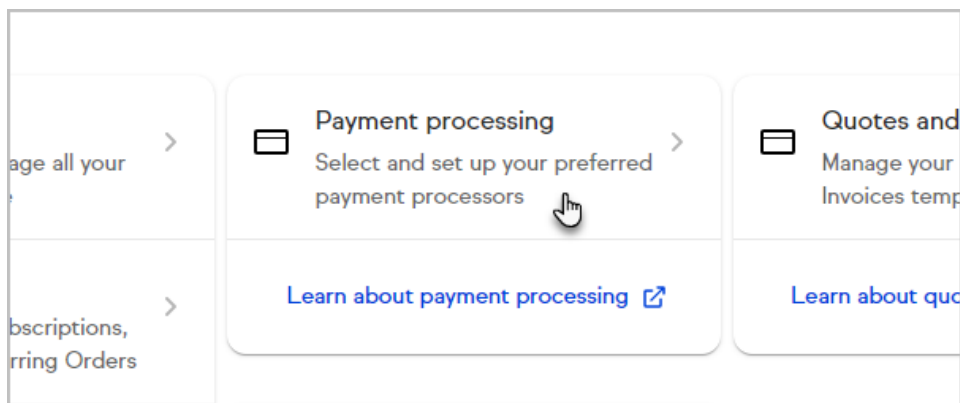| Payment Processor Type	Benefits	Compatible Order Method(s)	Item Type(s)
Note: Paypal Payflow Pro is a gateway. It is different from a standard business PayPal account. For more information on merchant accounts, **click here**	• Customer makes the payment on your website • Credit card statement displays your business name	• Shopping cart, order form, and manual orders	• Product and subscription • payment plans

Setup Payment Type

1. Go to **E-Commerce > E-Commerce Setup.**

2. On the bottom left hand side click **Payment Types.**
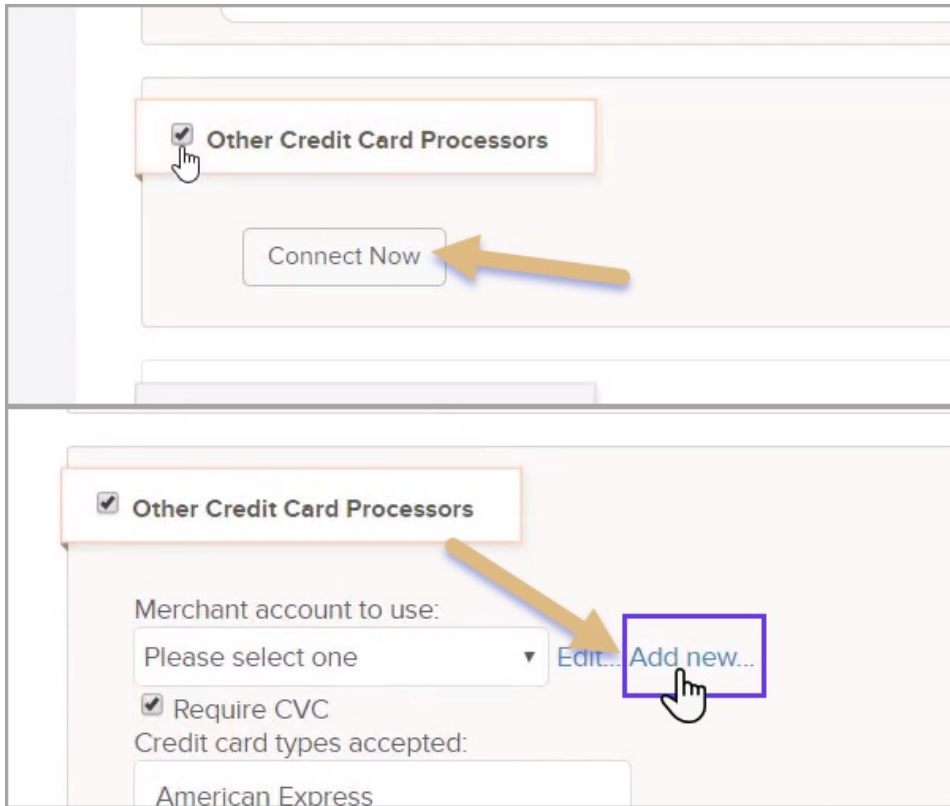

3. Select Payment type:

   a. For **WePay Payments** check this box. For more information regarding setup, **click here.**

   b. Click **use a different merchant account or payment type** to setup other payment types.

   c. For PayPal, check the box and follow the steps **listed here.**

   d. Check **Other credit Card Processors** to setup a Merchant account. To view our supported merchant accounts, **click here.**
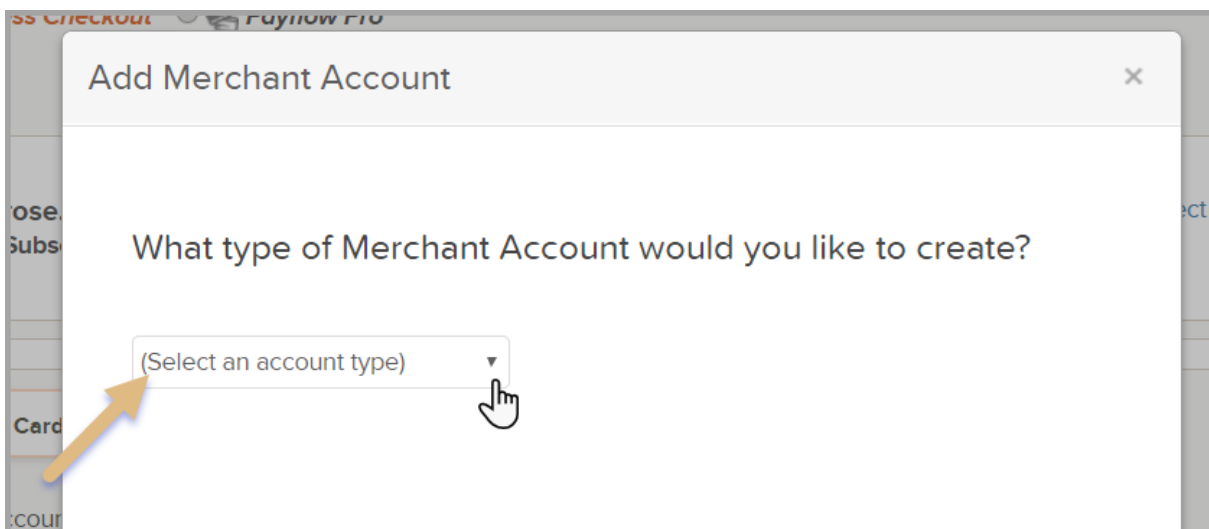
e. To have a **Check** mailed to you check this box.

How to connect a merchant account

1. Click **Connect** or **Add new.**

2. Select the Merchant from the drop-down.

3. Enter a **Name**, this can be any name that will help you identify the merchant, then fill in the account information for your merchant and click **Save.**

4. Check **Other Credit Card Processors** and select the merchant from the **Merchant account to use** drop-down.

5. Scroll to the bottom right and click **Save.**

Setup Check Payments

Enter the information your Customers will need to send a paper check to you. Checks are not an ACH - A Direct Payment processed as an ACH pulls funds from the consumers account electronically. Please note that enabling this setting does not create a checkout for an order form and that must be configured separately.

Note: Checks are accepted through the Shopping cart or Purchase link but not through an order form.