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## **HTSA SELECTS THE CITY POS AS MERCHANT SERVICES PREFERRED VENDOR**

### **FOR IMMEDIATE RELEASE**

**SANTA ROSA, CA, July 13, 2020-** The City POS announced today that HTSA, a consumer electronics group, will be offering The City POS' merchant services and payment processing solutions as one of their preferred vendors.

Founded in 2005, The City POS provides businesses with outstanding customer service, customizable products, expertise and support. They build relationships with their merchants which allow them to identify the right technology and services that work best for each individual business.

HTSA started in 1996 to create a voice in the consumer electronics industry and act as a vehicle for collaboration and guidance. HTSA has grown to be the leading trade group and national association consisting of specialty retailers and custom contractors who design and install residential and commercial electronics systems. The group has curated a robust list of premier vendors so HTSA can offer competitive products, services and performance to its members.

"Both organizations are committed to providing paramount service and solutions to our customers and members.", said Scott Bagala, VP of Strategic Partnerships at The City POS. "The City POS is thrilled to offer HTSA's members a superior level of software, services, technology and a team dedicated to helping businesses flourish".

Through The City POS partnership, HTSA will be able to provide its members a variety of payment processing options including Point-of-Sale Solutions, Clover™ Products, preferred rates and e-commerce integrations. HTSA members will also be able to receive 24 Hour Funding, instant cash, gift card and loyalty programs, QuickBooks integrations to their business along with a variety of marketing analytics and reports.

“We realized a need for a robust payment processing partner. We were looking for a vendor that could not only provide our members great rates but would also collaborate with them and create a consultative relationship. Knowing The City POS’ strong reputation while also sharing their commitment to delivering excellent customer service, technologies and the best solutions, made this partnership an easy decision”. Jon Robbins, Executive Director, HTSA.

### **About The City POS**

A trusted payment processing leader since 2005, The City POS provides local merchants excellent customer service, customizable products and expertise. They establish relationships to identify the right technology and products that will work best for each individual business.

The City POS’ skilled team of experts stay on top of the evolving payment processing industry trends, so they can offer the best solutions and value for business’ needs. Dedicated to providing a concierge level of service to the merchants in their local communities, The City POS is available to facilitate requests and offer support 24/7. Their service team is devoted to providing unparalleled attention which has resulted in The City POS maintaining an attrition rate of less than 1%.

The City POS’ mission to offer local merchants with the best service, technology and convenience allows for a long-term partnership that businesses can trust.

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