

## Payment Processing Leader Helps Florist Collect Payments Quickly

### *MultiFlor Improves Customer Service and Liquidity with PaySimple*

**DENVER, CO, April 28, 2008** – PaySimple, the leading provider of on-demand electronic payment solutions for small businesses, announced today that MultiFlor, a full service floral decoration company that manages events esthetics for large and small corporate and social events, has cut its time to collect payments in half after implementing the PaySimple Solution.

Based in Fairfax, Virginia, MultiFlor is a 13-year-old floral decoration company that services the Washington DC metropolitan area. MultiFlor, website [www.nicksflowers.com](http://www.nicksflowers.com), has earned a reputation for their cutting edge design style and excellent service. The company's customers have learned to expect an outstanding customer experience, as well as flower arrangements that are unique and extremely fresh, as they come direct from the grower.

Nick Perez, MultiFlor's president and owner, wanted to find a way to make his operations more efficient. His customers had been requesting the ability to pay online, and Perez knew that the better the customer experience he could supply, from floral design and delivery to payment options, the more loyal his customers would be.

After testing several systems, Perez decided to go with the PaySimple Solution. MultiFlor currently offers its customers the ability to pay using credit cards or using ACH direct debit from their bank accounts. They can also choose to pay via the MultiFlor website or from an email invoice.

Perez found the interface to be very user friendly. Though he does not have an IT person on staff, he easily customized the PaySimple WebForm to conform to his website's look and feel. "Anyone who uses a computer can easily handle this," Perez said.

After instituting the PaySimple Solution, Perez found that his customers were happy because they found it more convenient to pay over the Internet as well as get an email receipt, and MultiFlor cut the time to collect receivables in half.

Another welcome benefit was Perez found that by processing his credit cards through PaySimple, he cut his rates in half. "The overall benefit from working with PaySimple is we became more liquid – very helpful to us as a small business," Perez added.



“In our view, small businesses are the stars of America. If they thrive our world is a better place – more jobs, the economy is improved, and more people become empowered,” said Eric Remer, PaySimple CEO.

“We’ve designed a solution with the small business needs and budget in mind, and we are proud to be adding value to MutliFlor and all of our customers,” Remer said.

About PaySimple: PaySimple creates platforms that simplify and empower the lives of small business owners. PaySimple provides an on-demand Software as a Service (SaaS) platform that enables small businesses to bill, collect, and manage their customer payments under one user-friendly system. The PaySimple solution includes: recurring billing, email invoicing, ACH direct-debit, credit card processing, e-check processing, EFT, online payments, and more. For more information please go to [www.paysimple.com](http://www.paysimple.com).

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