



# TruShop

This information was collected via primary research achieved through TSG's TruShop service. The service leverages merchant level insight and engages directly with payment providers to uncover what merchants experience during the sales and onboarding process.

## Risk Sensitivity

The measure of complexity for items required for underwriting purposes.



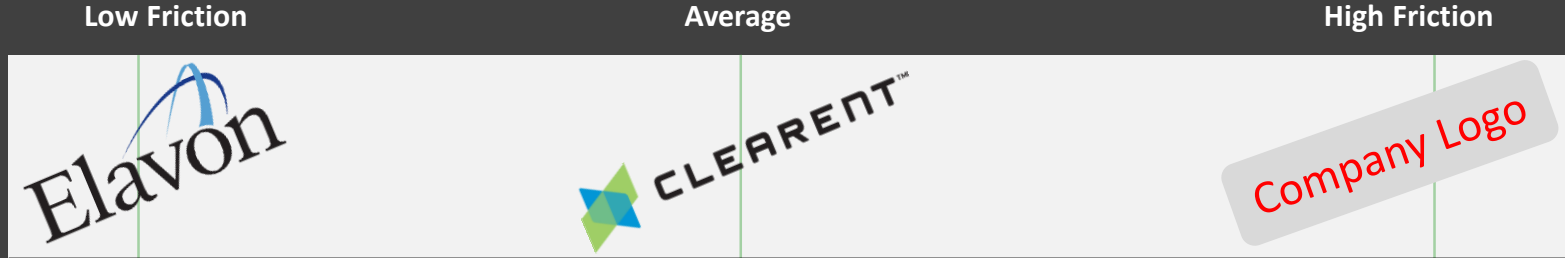
E.g. SSN

E.g. Personal Guarantee

E.g. Utility Bill and IRS Verification

## Average Application Length

The average number of pages in the application provided by each merchant acquirer.



3 Pages

5 Pages

108 Pages

## Average Days Until Application was Received

The average number of days to receive the application from each merchant acquirer.



<1 Day

~2 Days

4 Days