



ServisFirst Bank®

Simple.
Transparent.
Turn-key.



Agent Bank Credit Card Program

The American Bankers Association (ABA) Endorsed Visa Agent Credit Card Program allows you to offer a credit card to your customers featuring your bank logo and unparalleled service and support. Your bank will benefit from ongoing non-interest income, while receiving credit card marketing and portfolio management services at no cost to you.

ServisFirst shares 20% of the net credit card profit with you. Email us to find out what your potential credit card income could be.

We Keep It Simple

Two Consumer Products Available

- Platinum Benefits Card
 - No Annual Fee
 - 0% APR (Annual Percentage Rate) on purchases and balance transfers for the first 7 billing cycles
 - APR prime + 10.00%
- Cash Back Rewards Card
 - \$35 Annual Fee
 - 1% Cash back on all purchases with no cap
 - 0% APR on purchases and balance transfers for the first 7 billing cycles
 - APR prime + 8.00%

Two Business Products Available

- Platinum Benefits Card
 - No Annual Fee
 - APR prime + 12.00%
 - Visa zero liability
 - Manage business expenses online, 24/7
- Cash Back Rewards Card
 - \$79 Annual Fee
 - 1% Cash back on all purchases up to \$100,000 annually
 - APR prime + 10.00%
 - Visa zero liability
 - Manage business expenses online, 24/7

No matter which program you select, the product offerings feature the same simple and straight-forward options. Your employees will understand what they are offering and feel comfortable discussing the products with your customers. ServisFirst will provide the on-site support needed to ensure your employees are ready to go.

Choose the Option that's Right for You

Full Custom Logo Program

- \$5500 upfront cost will be waived for ABA members
- 90 day implementation
- Plastics, applications, website, card mailers, statements and all correspondence will display your bank logo

Partial Custom Logo Program

- \$1000 upfront cost will be waived for ABA members
- 30 day implementation
- Plastics and applications will display your bank logo
- Card mailers, statements, website and all correspondence will be generic white labeled

Purchase Card Solution

The ServisFirst Purchase Card Program can streamline your accounts by putting them all under one roof. The purchase card offers additional functionality and reporting for you to effectively manage your payables and earn a cash rebate. The online account management system allows visibility and control to administrators and provides cardholders the ability to reconcile their charges in our expense management system.

Customer Service

ServisFirst Bank is here for all of your credit card needs M-F 8am - 6pm ET. In addition, cardholders may call the call center 24/7 to speak with a customer service representative.

Please contact us with any questions about our Agent Bank Card Program!

855.881.0364 or cdepartment@servisfirstbank.com