Processing Payments with Sertifi

Sertifi Payments Overview

Sertifi provides a complete contracting, payment, and authorization platform for the hospitality and travel industry. As an online payment solution, Sertifi can be used to process credit card and ACH/eCheck transactions. With greater ease of use, security, and regulatory compliancy, you can complete more transactions faster, reduce your risk of chargebacks, and reduce payment fees.

What can Sertifi's payment solution be used for?

1. Groups and Events
2. Reservation deposits (First night stay)
3. Guest amenities
4. Invoicing

Note: Processing deposit payments through the PMS using a lodging Merchant Account will downgrade transactions increasing card fees around .5% more per transaction.

Getting the Most Out of Sertifi

Once your Sertifi payment interface is boarded and tested, Sertifi will provide training for sales and finance users. It's especially important that finance and accounting users attend training. If needed, we can schedule training with finance teams individually to address changes to your order to cash/revenue recognition processes. This guide has been created to help with those processes.

Setting Up Your PMS

Payments collected by Sertifi will need to be posted to the financial system of record which in most cases is the Property management System (PMS). In most PMS', tender types are included for posting payments collected outside the PMS. The first step should be to determine which tender type/payment key you will use; or create a new payment key in your PMS to be used for Sertifi transactions. All transactions paid via Sertifi should be paid to this/these key(s) in your PMS.

Many PMS systems will already have a key for "e-commerce", which is often used for Sertifi. Other users create specific keys for Sertifi or even for each card type. If applicable to your PMS those tender types/posting codes should be configured to **NOT** charge the card when entered. Cards will be charge by Sertifi so posting to the PMS should be simply to note that payment has been completed and received outside the PMS.

Sertifi can assist if you need help determining the key to use or obtaining assistance to create a new one. Please see brand or management company guidelines where applicable.

Note: Integration is available to Oracle Opera and coming soon for Infor PMS systems to automate this process.

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Collecting Payments

Send customers signature documents and payment requests from your Sertifi portal, or integrated system (Amadeus Delphi.fdc, Infor Sales & Catering, etc.) if applicable, when they are not present at your property and need to make a payment. The guest will receive an email which, when opened, will allow them to sign orders and pay invoices. The guest will submit their credit card or eCheck (ACH) payment information for an authorization or payment.

- **Sertifi accepts Visa/Mastercard, American Express, Discover and other major credit and debit cards.**
- eCheck (ACH) processing is available for some customers at up to 80% savings over card payment fees.
- In communications to your customers, we recommend making it clear that their credit card will be charged immediately for the amount displayed and applied to their stay or event. The amount charged for a stay should be posted to Advance Deposits and transferred to their account upon arrival.

Confirming Payments

Sertifi provides several reports to help hotel finance teams reconcile payments received through the Sertifi platform. From the Home area of the portal, simply select the reports icon in the lower right (Sertifi Next Generation users will find the Reports link in the blue navigation ribbon at the top of the page). Two reports are provided, along with a third if you have SertifiPay.

- **End of Day Report:** Provides a real-time view into payments that have been accepted or refunds processed throughout the day. Line items are provided for each payment and a daily total at the bottom of each section. This report is helpful for monitoring payments in real-time to understand which deposits are coming and can help team members determine which clients may need additional follow up.

- **Transaction Status Report:** Provides information on transactions that have been sent and what their status is (Paid, Refunded, Awaiting Payment). This report also provides additional helpful data points like payment due date, payment gateway, and room owner, for example.

- **SertifiPay Batch Settlement Report:** A unique report available only to SertifiPay (Stripe) users. Like the End of Day report, it will be available after transactions have been captured or settled and the deposit has been initiated. It can be extremely helpful in reconciling bank deposits. This report will display the "Available On" date which is the day Stripe will post the deposit to your bank account. Each batch will display the total amount and each line item within the batch to simply and accurately reconcile the contents of each deposit.

A sample of the Batch Settlement report is included below:

Sertifi Pay Batch Settlement Report 4/22/2024 to 5/5/2024

AutoPayoutEffective At	Payment Method	Date Processed	Folder	Arrival/Event Date	Payment Name	Gross Amount	Processor Fee	Net Amount	Order #	Last 4 of Account	Status #	Status	Payer	Cardholder Name
5/1/2024	ACH	04/25/2024 09:11 AM	John & Jane Doe Rehearsal Dinner		Deposit due with Signed Agreement	2,923.20	102.61	2820.59	123456789		0	Paid	Sertifi@Sertifi.com	John Doe
					Card Total	2,923.20	102.61	2820.59		Count	1			
	Visa	04/27/2024 09:42 AM	John Birthday Celebration		Initial Deposit due with Signed Agreement	6,081.00	176.65	5904.35	123456789		0	Paid	Sertifi@Sertifi.com	John Doe
					Card Total	6,081.00	176.65	5904.35		Count	1			
	Total		Daily Total			9,004.20	279.26	8724.94		Count	2			
4/24/2024	AmericanExpress	04/23/1934 11:30 AM	Sertifi Eventapoloza		Due Immediately upon signature	900.00	31.8	868.2	123456789		0	Paid	Sertifi@Sertifi.com	John Doe
					Card Total	900.00	31.8	868.2		Count	1			
	MasterCard	04/23/2024 09:29 AM	Jane and John Dance Party		Initial Deposit due with Signed Agreement	2,059.48	60.02	1999.46	123456789		0	Paid	Sertifi@Sertifi.com	John Doe
					Card Total	2,059.48	60.02	1999.46		Count	1			
	Total		Daily Total			2,959.48	91.82	2867.66		Count	2			
Total	Total	Grand Total				11,963.68	371.08	11592.6		Count	4			

Email notification may also be configured in the Account Settings section of the portal to be sent to finance or management staff for each payment request completed if desired.

Applying a Payment

Deposits will be posted to the deposit bank account roughly 48 hours after the guest completes payment. Timing will vary by processor and individual account.

Note: The first payment for new accounts may take up to 7 business days to post for fraud prevention reasons.

- When deposits are received from Sertifi, they may be deposited in aggregate (all credit card types in a single deposit) including American Express if using SertifiPay. The Batch Settlement report will display batch totals broken out by transaction and grouped by each card brand.
- Review Sertifi reports regularly to identify payments that have been completed or enable email notifications in the Sertifi portal to be notified automatically.
- Some users may choose to post payments received to the PMS immediately after the card has been authorized using the "End of Day" report. Others may wish to wait until the settlement report is available or to confirm the deposit has hit the bank account.
- The SertifiPay Batch report will display the "available on" date before the deposit hits. Once the deposit is confirmed users can compare the Sertifi Batch report to their bank account to confirm the total deposit and the transactions included in the batch.
- Ensure all Sertifi completed payments are mapped to the group master, posting master, reservation, etc. for the event or group (terminology may vary). No balances for Sertifi transactions should be mapped to miscellaneous A/R accounts on the trial balance or to other balance sheet accounts.
- Set up unpaid amounts to be added to the Group Master. When a guest checks out, charges can be made using a physical card at the front desk if possible. Otherwise, you can "clone" the original transaction in Sertifi for any remaining charges. Credits or additional charges not completed at the front desk should be posted to the PMS as with pre-stay charges.
- Just like other credit cards, all Sertifi credit card postings to the bank account will reconcile to the activity for the day. Sertifi payments should not be posted to the oldest invoice but to the correct transactions.

- Please note that credit card fees will be netted against daily postings for SertifiPay.
- Sertifi is set up to limit the credits that can be processed against a specific card. Credits may not exceed the amount originally charged to the card.

Please visit our website for more information, including support and video how-to guides: https://corp.sertifi.com/resources/