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Dart Bank Announces Comprehensive, In-House Payment Processing Solution: WestTown Payments

Dart Bank's new WestTown Payments division eliminates third-party processing fees through a comprehensive product suite

MASON, Mich., December 9, 2024 - Dart Bank, one of the nation's longest-tenured financial institutions, is making it easier for businesses to manage all their banking and day-to-day payment processing needs under one roof. Today, the Bank announced the integration of its new wholly owned payment processing company, WestTown Payments. This marks a significant step forward in Dart Bank's commitment to delivering comprehensive financial services to its customers and strengthening its presence in the payments industry.

"While large national and multinational banks have long offered integrated payments and banking, this level of service is rare in community banking," said William J. Hufnagel, President and CEO of Dart Bank. "Dart Bank is changing that narrative—combining the personalized relationship management we're well known for with innovative integrated payment solutions to deliver unrivaled value and support to our customers."

Typically, companies have to pay credit card processing fees that range between 1.5% and 4% of each transaction when their payment processor operates separately from their bank. By launching its WestTown Payments division in-house, Dart Bank decreases – and, in some cases, eliminates – costly third-party surcharges. This approach reduces costs to merchants, helping businesses improve their profit margins and overall financial efficiency.

WestTown Payments has built a strong reputation by delivering tailored payment solutions to compliance-driven and traditional business verticals. Leveraging their technological expertise, 'Customer First' culture, and commitment to delivering seamless payment experiences, WestTown Payments has excelled in a competitive market. Dart Bank is confident that integrating WestTown Payments' capabilities and knowledge into its operations will not only improve its current offerings but also allow for the development of innovative solutions that cater to the changing landscape of the financial services industry.

"WestTown Payments is a key value-added service that sets Dart Bank apart as a trusted partner for businesses across a wide range of industries," said Tom Lineen, President and CEO of WestTown Payments. "By combining the expertise of a bank and a direct acquirer, we make it easier than ever for businesses to operate efficiently, navigate complex compliance regulations, and mitigate potential risks. The future is now—with WestTown Payments, we're delivering more than just



convenience. We're empowering merchants with transparent, flexible, and integrated solutions that help their businesses thrive."

Through the launch of its WestTown Payments division, Dart Bank's business banking customers can utilize these comprehensive solutions:

- Point-of-sale (POS) payment processing
- Mobile credit card processing
- E-commerce payment processing
- EMV credit card processing
- Electronic wallet payment processing
- PCI compliant processing
- Recurring payment processing
- Contactless payment processing

To learn more about the solutions that Dart Bank offers its business banking customers through its WestTown Payments division, please visit dart.bank/WTP.

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About Dart Bank

Founded in 1925, Dart Bank has a national reputation for innovation; it was the first bank in the United States to finance automobiles. Among its other notable achievements, Dart Bank has been named a Top Workplace by the Detroit Free Press and has earned the designation of Top Workplace USA for three consecutive years. Headquartered in Mason, MI, Dart Bank has 13 offices, assets totaling over \$1.3 billion, and more than 300 employees in 21 states. For more information, visit dart.bank.