



# The SFE Difference

In today's dynamic payments landscape, you need a partner you can trust.

You'll find that—and more—with Southern Financial Exchange (SFE).

As your payments association and an extension of your team, we promise to:



- **Personally connect with you.** In an era of chatbots, email inundation, and text messaging spam, we reach out in person and on the phone. We make ourselves available to you.



- **Respond to you on the same day.** We get you the information you need when you need it. We offer the level of service you expect from your own teams; our community is our primary focus.



- **Provide deep expertise in all payments systems, including auditors' perspectives.** Our team is made up of payments industry veterans, including AAPs, APRPs, NCPs, and certified auditors. We answer all of your regulatory and compliance questions, and we not only ensure you're compliant, but we also take it a step further, evaluating your policies and procedures from an auditor's perspective and identifying ways to lessen your risk.



- **Offer cost-savings and value-added services.** As an SFE member, you receive discounts on education, audits, risk assessments, and more. We also provide value-added solutions, including our complimentary Power Hours, exclusive Fraud Forum, Banking Law Information Service, and Pre-Rules Violation Mediation Services.



- **Educate you on need-to-know payments developments.** We conduct virtual and in-person sessions on the foundational and emerging topics most relevant to you, and we can collaborate with you to customize training for your organization. *Digital Digest*, our weekly e-newsletter, will keep you informed of the latest developments in payments.

Above all, as an SFE member, **you are our top priority.**



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