

Law firm usage of online payments is accelerating not only because of client demand but the increased efficiencies for firms.

With that comes increased scrutiny on the associated costs and the opportunity for next generation capabilities. In the early days of law firms accepting online payments, the complexities of trust accounting and jurisdictional issues created the opportunity for the limited providers offering compliant solutions to charge premium rates.

Now, however, online payment acceptance has become standard practice across the legal industry. While addressing compliance issues remains critical, these capabilities are no longer specialized or rare. Modern payment platforms have streamlined the process, offering secure and cost-effective solutions tailored to the needs of law firms.

Let's start by evaluating the pricing models of PayQ vs. LawPay, which is representative of the traditional legal merchant accounts (including ClientPay, owned by the same company):

Pricing	LawPay and ClientPay Traditional Legal Merchant Account	PayQ NextGen Online Payments
Visa, MasterCard and Discover	2.99% processing + \$0.30 per transaction	2.95% – no transaction fees
American Express	3.90% processing + \$0.30 per transaction	2.95% – no transaction fees
Card-based network fees	“May apply”	None
eCheck / ACH	1% processing – no limit	\$1 per transaction



With PayQ, we ‘found money’ that used to go directly to the credit card companies.

– Paul Masuret,  
Casner & Edwards

## Accounting Capabilities

The cost savings is important. But the real advantage of a modern payments platform comes in streamlining the process for your accounting department.

Accounting Capabilities	LawPay and ClientPay Traditional Legal Merchant Account	PayQ NextGen Online Payments
Invoice matching	None	Payments are allocated to invoices line-by-line eliminating reconciliation hassles
Payment application	Entered manually	Payments are automatically recorded and applied in the firm's billing system to specific invoices for integrated systems
Overpayments	Accounting must handle overpayments mistakenly made by clients	Overpayments are not allowed. Clients choose the bills to pay, entering partial payments if needed.
Credit card vs. eCheck	Focused on driving clients to pay via credit card	Equal treatment to credit cards and eCheck
Deposits	Separate deposits for credit cards and eCheck	Unified deposits
Deposit Clearing	Takes three days to clear	Clear in one day

## Client Experience

We've learned a very simple maxim in developing the next generation payments platform: if you make it easier for clients to pay, they will pay faster and more often.

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We absolutely love PayQ.

- Sandra Haislet,  
Practus, LLP

Client Experience	LawPay and ClientPay Traditional Legal Merchant Account	PayQ NextGen Online Payments
Client account information	Often, clients must re-enter extensive contact and payment information	Payment information is automatically recalled, making the client experience swift and efficient
Client Portal	None	Simple and elegant user experience for clients to see their outstanding bills
Autopay	None	Easy autopay options
Evergreen Trusts	None	Automated workflows

## Better, Cheaper, Faster

We all know that you can only get two out of three - except when it comes to online payments! With PayQ, you get a better experience for your accounting department and clients at a lower cost, all while getting paid faster!

Learn more at <http://www.nQzw.com/PayQ> or reach out to [info@nQzw.com](mailto:info@nQzw.com).