SIGNAPAY
PARTNER CASE STUDY

Empowering Growth Through Partnership, Innovation, and Dual Pricing

Building a Business Through Belief and Partnership

How CorPay turned a vision for Texas's Hispanic business community into a thriving payments company with SignaPay's support, tools, & trust.

"SignaPay believed in me when I didn't have the funds to take the next step. They gave me what I needed to grow. "They don't just process payments—they invest in people."

— Christian Coronel, Founder of CorPay

From New York to New Beginnings

In 2004, Christian Coronel began his career in merchant services with BPS Service, a Cynergy Data ISO based in New York. Those years taught him the fundamentals of payments and the power of persistence.

After several years refining his skills, Christian joined WorldPros, an ISO that had grown successfully through SignaPay's partnership model. Watching that collaboration in action revealed the formula for growth: strong infrastructure, responsive support, and shared commitment. But he also saw an opportunity—Texas's Hispanic business community was underserved and ready for change.

By 2009, Christian took the leap. He moved to Texas, determined to build a business that would serve that community with integrity and innovation. What he needed wasn't just another processor. He needed a partner who believed in his vision. That's where SignaPay came in.

A Partner That Invests in Growth

For three months, Christian worked inside SignaPay's headquarters, learning systems, meeting teams, and forming the relationships that would later define CorPay's growth. When he was ready to go out on his own, Founder John Martillo asked him a simple question: "How can we support you?" That moment became the foundation of their partnership.

As CorPay began to scale, the biggest challenge was funding terminals and maintaining cash flow. SignaPay stepped in, extending a line of credit that gave him the flexibility to purchase the equipment he needed to meet growing demand.

Speed, Support, and a Personal Touch

Before SignaPay, Christian faced familiar industry challenges: slow merchant boarding, delayed approvals, and limited support.

SignaPay changed everything. "With other companies, it could take days to board an account," Christian explains."With SignaPay, it's done by tomorrow. And if I need asame-day install, they make it happen."

He recalls a night when a Fort Worth meat market needed help after hours. Christian drove down from Plano,submitted the application by 9 p.m., and—with help from SignaPay's underwriting and tech teams—had the merchant processing before midnight.

"By the next morning, they were live. Today that merchant processes more than$10 million a year."

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Growth Fueled by Partnership

Since joining SignaPay, CorPay has grown more than 300%. What began in a home office is now a company with a dedicated office space and a seven-person team.

Because CorPay's client base that is 95% Spanish-speaking, SignaPay's bilingual customer service has been vital. Just as important is their ability to provide financial flexibility.

When traditional lenders weren't an option, SignaPay advanced funds based on CorPay's residuals, allowing Christian to expand faster and reinvest in his business.

Measured Growth. Proven Results.

300%+	7	95%	Same Day Installs
Growth Since Joining SignaPay	Person Team & Expanding	Spanish-Speaking Client Base	& Boarding Support

Technology That Delivers

SignaPay's partnerships with Dejavoo and Valor ensure CorPay's merchants receive seamless, same-day hardware setup and rapid technical support. Looking ahead, Christian is most excited about Bodega AI, SignaPay's intelligent POS solution for corner stores and grocers.

"I've been able to test and customize new technology directly with my merchants. It's incredible to help shape the tools my clients will use every day."

Tools, Training, and Turnkey Resources

CorPay leverages SignaPay's marketing ecosystem—from branded flyers and partner portal tools to EmpowerU, the e-learning and training platform that helps agents onboard faster and sell smarter.

"Everything is in one place. I don't have to call multiple departments—it's a one-stop shop," Christian says. Behind the scenes, SignaPay's customer service and risk teams work tirelessly to protect partner portfolios.

"Sometimes I'll hear that a merchant was thinking of canceling, but SignaPay has already solved the issue. They really fight to keep your book."

"SignaPay has more tools, knowledge, terminals, and assistance than any other provider. I have everything I need to outsell the competition."

-Christian Coronel,
Founder of CorPay

A Future Built on Shared Success

Christian sees limitless opportunity ahead. Many merchants still don't know they can offer Dual Pricing legally and compliantly, and CorPay is helping them discover it. With SignaPay managing operations, risk, and service, CorPay can focus entirely on building relationships and expanding into new markets.

The partnership stands as proof that when hard work meets genuine support, success isn't a question of if—it's a matter of when.

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Call Us
(800) 944-1399

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Schedule a quick 15-minute call.