

# **Secret of Business to Business Credit Card Processing Savings!**



# **“Secret to Business to Business Credit Card Processing Savings” Report**

Let's start at the beginning with the education basics of merchant services fees: Credit card processing rates and fees are broken down into 3 separate parts that make up the total fee you pay.

1. Interchange rates – These are the fees that the banks who issue the cards receive for handling the risk of “instant uncollateralized credit”. This comprises the bulk of the total fee a merchant pays.
2. Brand fees from Visa, MasterCard, American Express and Discover
3. Surcharge that the processor charges over interchange and brand fees in exchange for servicing your merchant account.

All rates and fees have a % rate and a transaction fee. The transaction fee comprises most of the fee for a small ticket merchant and the % rate comprises the bulk of the fee for processing of a large ticket transaction.

The interchange rates are set by the bank associations to reflect the risk. In other words, a corporate card carries a higher risk of chargeback, and therefore has a higher interchange rate than a debit card. There are approximately 300 different rates and transaction fees for different kinds of cards. There are many kinds of business cards plus there are regular credit cards, rewards cards and debit cards. Also, different industries have higher chargebacks than others. Larger ticket transactions have a higher risk than small ticket transactions. All these different risk categories are reflected in an interchange chart with about 300 different rates and transaction fees. The higher the risk, the higher the rate.

**Interchange rates are generally not negotiable.  
They used to be set in stone. However, that has changed  
somewhat.**

It used to be that the only way to lower interchange rates was to pay attention to the method of how you took your card payment transactions. For example, a swiped card transaction has less risk and therefore a lower rate than a transaction taken over the phone and keyed into a terminal or a gateway.

The good news is that NOW there is another way to lower risk and therefore lower interchange rates. In particular, there is an opportunity to lower rates on corporate, business, and purchasing cards; high risk cards which have high rates of around 2.95%!

## **Get Lower Interchange Rates on Business, Corporate and Purchasing Card payment transactions!**

### **Probably the predominant type of credit card you take for payment!**

The purpose of this report is to bring to your attention to these particular kinds of transactions, those made with purchasing cards ("P" cards), corporate cards and business cards, **and educate you on the possibility of lowering interchange rates on these cards about 1%!**

Purchasing cards, corporate cards and business cards are a procurement card, issued by a large corporate or government entity to an employee to make purchases without the time consuming task of getting an approved acquisition form. These cards are authorized for certain types of business purchases. For example: An employee may purchase industrial parts for his manufacturing firm but not take his wife out to dinner or buy gas for his family car.

These types of cards have a high processing rate for the merchant of 2.95% because of the high risk of fraud from employees misusing their cards. However, the risk goes down, and the rate of processing goes down, if the merchant transmits back more data and information about the transaction. The fact that there is more data, and data that indicates the card is indeed being used to procure authorized types of equipment or services, reduces

the risk on the card and therefore also lowers the rate. The data and information required to reduce the risk and the rate includes line item detail about the items purchased, sales tax, SIC code and more. Entering all this extra data for each transaction via a gateway used to be a time consuming and intense process that produced frustration that many merchants weren't willing to deal with, so they simply chose not to do it. Often if one "i" was not dotted or one "t" not crossed in the process, the merchant ended up paying the highest rate for the transaction anyway. Many credit card processing salespeople never even brought the subject up, even though some merchants might choose to complete the process.

## **Now Get 1% Lower Rates Simply and Automatically Without making changes in the way you accept payments!**

Now new technology takes all the time intensive frustration away, and transmits the data and information automatically behind the scenes with the proper set up of the merchant account. The merchant simply swipes the card in a terminal, enters it through an online e-commerce site, or swipes it through a mobile app and gets the lowest rate, saving 1% or more on the transaction.

That could be a lot of money in savings! If you process \$50,000 per month in business, corporate or purchasing cards, your savings would be \$500 per month, or \$6000 per year! If you process \$100,000 per month with these types of cards, the savings would be \$1000 per month or \$12,000 per year! Wouldn't you just want to save even \$1000 per year!

### **Why listen to me?**

My name is Gingergaye Hollowell and I am President and CEO of Electronic Money Company. I have been in the merchant services business for 16 years fighting against other credit card processing salespeople and bank personnel lying their way through a comparison pricing analysis, saying they are going to save a business money, when all along they are padding their pocket with scams and tricks. I decided to write a book to tell it all, so that maybe the truth could be known to those who are willing to educate themselves. It is called "The Secret to

Credit Card Processing Fees Revealed” and you can download it at [www.electronicmoneycompany.com](http://www.electronicmoneycompany.com), or get a copy from me personally. I wrote this in order to shoot people straight and educate them with the truth. My slogan is *“Honesty Before the Sale and Service After the Sale!*

## **Here is what some of my customer’s had to say after switching to our technology!**

*“We used to transact “P” cards via a cumbersome online portal. We had been told that if we entered all sorts of extra information about the transaction, like sales tax and SIC code and line item description, that we would save money on the interchange cost. It was basically **a Big Pain** to enter all the data and we saw no savings for our effort. Electronic Money Company showed us their web portal that could save us the interchange cost on “P” cards without us having to enter in the time sucking line items and codes. It works like a charm! We are saving about 1% on those transactions!”*

**~Marie Hugaboom, Franks Supply,  
Albuquerque, NM**

*“I accept large purchasing cards in my business. I saved over \$900 last month on my card processing! Electronic Money Company is amazing! And the secret turned out to be so simple!*

**~ Mike Rode, Dynamic Communications,  
Albuquerque, NM**

*“ We are so glad we learned about “P” card processing from you before we signed up with Brand X, who never shared this valuable information like you did. We appreciate all of your help and look forward to a long and mutually beneficial relationship.*

**~Bobby Carroll, MBF Inspection Services,  
Roswell, NM**

**Here are 2 charts from customers  
showing the savings on interchange rates**

# using Electronic Money Company's technology.

Piping systems Inc Jan Dec 2013 Lvl 3 Savings (3) [Compatibility Mode] - Microsoft Excel

ABC Company						
Previous Processor Rates						
Type	Volume	# Trans	Description	I/C %	I/C \$	I/C Fee
1S61	\$ 9,765.50	1	Business LVL 4 Date Rate I	2.96%	\$ 0.10	\$ 289.16
1S71	\$ 10,154.00	1	Business World LVL 4 Date Rate I	2.96%	\$ 0.10	\$ 300.66
1T35	\$ 840.00	1	Business LVL 4 Date Rate I	2.96%	\$ 0.10	\$ 24.96
1U12	\$ 116.00	1	Fleet Data Rate I	2.65%	\$ 0.10	\$ 3.17
	\$ 20,875.50	4				\$ 617.96
Electronic Money Co. Rates with New Technology						
Type	Volume	# Trans	Description	I/C %	I/C \$	I/C Fee
1S61	\$ 9,765.50	1	Business LVL 4 Date Rate III	2.06%	\$ 0.10	\$ 201.27
1S71	\$ 10,154.00	1	Business World LVL 4 Large Ticket	1.51%	\$ 40.00	\$ 193.33
1T35	\$ 840.00	1	Business LVL 2 Date Rate III	1.91%	\$ 0.10	\$ 16.14
1U12	\$ 116.00	1	Fleet Data Rate I	2.65%	\$ 0.10	\$ 3.17
	\$ 20,875.50	4				\$ 413.91
<b>SAVINGS</b>						<b>\$ 204.04</b>

DFF Company - Microsoft Excel

DEF Company						
	Volume	Old Rate	Fee	EMC Rate	Fee	
<u>MasterCard Nondebit</u>						
MC Data Rate III Fleet	\$ 6,889.56	2.65%	\$ 182.57	1.80%	\$ 124.01	
MC Bus Level 4 Data Rate 2	\$ 6,969.22	2.96%	\$ 206.29	2.31%	\$ 160.99	
MC Corp Data Rate 3 Purch	\$ 251.70	2.95%	\$ 7.43	1.80%	\$ 4.53	
MC Comm Data Rate 2 Bus	\$ 5,300.00	2.65%	\$ 140.45	2.20%	\$ 116.60	
<u>Visa Nondebit</u>						
VI Business Card Tr4 Level 2	\$ 56,400.77	2.95%	\$ 1,663.82	2.20%	\$ 1,240.82	
VI Corporate Card Level 2	\$ 481.74	2.50%	\$ 12.04	2.05%	\$ 9.88	
Vi Purchasing Card Level 3	\$ 21,289.41	2.65%	\$ 564.17	1.85%	\$ 393.85	
VI Bus Card Tr1 Level 2	\$ -	2.95%	\$ -	2.05%	\$ -	
Vi Business Card TR3 Level 2	\$ 354.74	2.95%	\$ 10.46	2.05%	\$ 7.27	
	\$ 97,937.14		\$ 2,787.24		\$ 2,057.95	
<b>INTERCHANG SAVINGS</b>					<b>\$ 729.29</b>	

**Discover NOW how to save 1% on processing fees  
for Your company!**

You are currently paying fees for credit card processing because you want to make it easy and convenient for your customers to pay you and because it is beneficial to collect monies from a credit card that get deposited into your bank account right away and not have to wait 30 to 60 days for a check to arrive in the mail. Money fast is definitely worth paying a small fee.

**But take a look at how YOU can have BIG SAVINGS!**

You too can save 1% on interchange rates for business, corporate and purchasing cards. And you can have those savings without changing the way you currently take payments, either through a gateway, a terminal, or a mobile phone app.

**Take a recent merchant statement and  
Email it to me at  
[ghollowell@ElectronicMoneyCompany.com](mailto:ghollowell@ElectronicMoneyCompany.com)  
or Fax it to me at 505-323-4602.**

I will send you back a chart similar to the ones above showing you the savings!