

# The Complete Guide to Lowering Credit Card Merchant Fees 2019

- **Swipe**

# The Complete Guide to Lowering Credit Card Merchant Fees 2019 – Swipe

— *Swipe is a cost reduction firm that helps businesses lower credit card processing fees on merchant services without disrupting their day-to-day operations.*

Understanding how credit card merchant fees truly work and what goes into them some consider to be the 8th wonder of the world. Our 2019 complete credit card processing fee guide showcases everything you need to understand and evaluate to lower your credit card merchant fees.

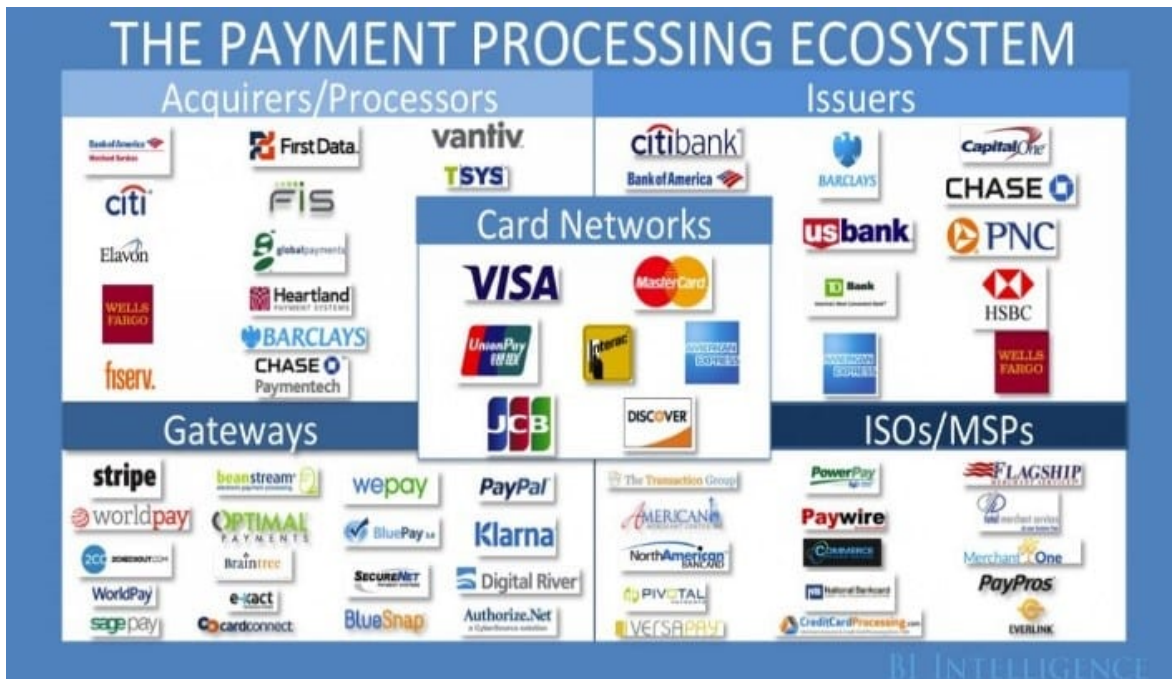


## Here is how we get the credit card processing party started:

- Credit Card Processing Ecosystem
- Types of Credit Card Merchant Fees
- Different Credit Card Processing Pricing Structures
- How To Lower Credit Card Merchant Fees
- How To Lower Credit Card Merchant Fees (American Express)

## Payment Industry Ecosystem

There is a lot that goes behind the scenes when a business accepts a credit card from its customers. All within a split second, a customer's credit card information and data is processed through multiple different operating channels and it's important to understand how all of them work.



**Card Issuer:** The issuing bank, or card issuer, is the entity that creates the piece of plastic to be processed by merchants. These are your Bank of America debit or credit cards, Chase “Sapphire” credit cards, Capital One, and the list goes on. Go into your wallet and take out your credit or debit card. The name of the bank or entity on the card is what we call the Card Issuer.

**Card Network:** There are only so many networks but the 4 main credit card processing networks most would recognize are VISA, MasterCard, Discover, and American Express. Others include UnionPay, JCB, Maestro, Interlink, STAR, SHAZAM, NYCE, Accel, Plus, Interact (Canadian), Visa ReadyLink, and Pulse. Picture these as imaginary telephone wires that transfer your credit and debit card data around the ecosystem.

**Merchant:** The business itself is considered a merchant. Whether the business a sole proprietor, LLC, Partnership, C-Corp, or S Corp, they are a nonetheless a merchant.

**Acquirer:** The acquiring bank is YOUR bank. Your bank will collect the data from the credit card transaction when you buy a good or service.

**Credit Card Processor/ISO/Merchant Account Provider:** These are the companies who tend to make this industry so difficult and deceptive to navigate. They get the most recognition, and they are the cause of all those phone calls your business receives on a daily basis telling you they can save you money. They are the Third Party, the middleman, that process the credit card transactions a business performs on any given day.

From here, there are also Direct Processors and then there are ISO's (Independent Sales Organizations). There is one major difference between both and that is an ISO can essentially sell credit card processing for as many Direct Processors as it wants. There then comes into play Registered ISO's and then there are Unregistered ISO's. The major difference between those two is that an Unregistered ISO is just a sales agent. A Registered ISO is an actual independent company.

**Some examples of Direct Processors are:**

- First Data, now Fiserv
- Worldpay, now FIS
- TSYS
- Global Payments
- Paya
- Paysafe
- ChasePaymentTech
- Elavon
- American Express
- Heartland, now Global

Some examples of ISO's are:

- CardConnect
- Vantiv
- Bank of America
- Wells Fargo
- Citibank
- Suntrust Bank
- BB&T
- Santander
- Moneris
- Cayan, now TSYS
- Merchant E Solutions
- IPayment
- North American Bancard
- Leaders Merchant Services
- Merchant Lynx
- Intgreity
- EvO
- Sterling Payment Technologies
- BlueSnap
- Fatt Merchant
- Payment Depot
- Host Merchant Services
- Payment Cloud

**Gateways:** These are strictly for online businesses only. They allow your customers to “Pay Now” on your website, collect the credit card processing information, encrypt the data, and sends an authorization request to the card issuing bank through the Direct Processor or ISO.

**Payment Facilitator (PayFacs):** PayFacs are the Square, Stripe, PayPal, and Braintree's of the world. These companies, offer credit card processing on a sub - merchant platform. The main difference between a PayFac and a Direct Credit Card Processor is they are a bit more efficient when offering their services and the underwriting is performed on an on going basis as opposed to right upfront like you see with a Direct Credit Card Processor.

## Types of Credit Card Merchant Fees

On a very high level, there are 3 components to credit card processing pricing that your business needs to understand.

### Interchange fees

- Visa Interchange Fees
- MasterCard Interchange Fees
- Discover Interchange Fees
- American Express Interchange Fees

### Markup Costs

- Discount Rate
- Authorization Fee
- Per Transaction Fee
- Setup Fee
- Cancellation Fee
- Statement Fee
- IRS Reporting Fee
- Monthly Subscription Fee

### Assessments

- Visa Assessment Fees
- MasterCard Assessment Fees
- Discover Assessment Fees
- PCI Compliance Fee
- PCI Non Compliance Fee
- PCI Regulatory Fee
- Software Fee
- Gateway Fee
- CPU Fee
- AVS Fee
- Terminal Fee

Wells Fargo has created a useful matrix that breaks down credit card processing interchange rates and assessment rates for each individual card, the increases or decreases that has occurred on each card, and what to expect from said card moving forward. These include all Visa, Mastercard, Discover, and American Express.

The new changes occurred at the beginning of April 2019 and will be impacted until another change occurs in October 2019. American Express has also increased their pricing as of July 1, 2019, so be aware of those changes.

**Interchange Fees:** These are rates that are established by the card networks, i.e. Visa, MasterCard, Discover, and American Express. These fees are NON negotiable, however, there are different levels of Interchange rates that can significantly reduce your costs (this is for another time.)

The Interchange fees are passed along from the card networks to your credit card processing provider, who then passes these fees along to you, the merchant. The fees make up roughly 90-95% of the fees you are charged on a monthly basis, which is unfortunate and just the service costs for accepting credit and debit cards.

**INTERCHANGE FEES/ AMERICAN EXPRESS PROGRAM FEES:**

<b>03</b>	218.00	VS BUSINESS RETAIL @ 2.80% + \$0.10	.00	6.40
<b>09</b>	113.50	VS CPS SMALL TKT PREPAID @ 1.60% + \$0.05	.00	2.27
<b>104</b>	12,116.75	VS CPS RETAIL PREPAID @ 1.15% + \$0.15	.00	154.94
<b>18</b>	1,245.50	VS ERF PREPAID @ 2.30% + \$0.20	.00	32.27
<b>80</b>	5,499.00	VS TRANSACTION INTEGRITY FEE	.00	16.00
<b>03</b>	368.00	VS COMMERCIAL RETAIL PP @ 2.65% \$0.10	.00	10.05
<b>02</b>	222.50	VS INFINITE RETAIL @ 2.60% + \$0.10	.00	5.99
<b>03</b>	208.00	VS BUSINESS RETAIL T4 @ 3.00% + \$0.10	.00	6.54
<b>756</b>	72,938.50	BASE IL SYSTEM FEE	.00	2.22
<b>02</b>	76.00	MC WRLD ELITE MERIT I @ 3.00% + \$0.10	.00	2.48
<b>41</b>	3,946.50	MC WRLD ELITE MERIT III @ 2.70% + \$0.10	.00	110.66
<b>11</b>	1,166.00	MC ENHANCED MERIT III CR@1.73% + \$0.10	.00	21.27
<b>02</b>	107.00	MC ENHANCED MERIT I - CR@ 2.54 + \$0.10	.00	2.92
<b>03</b>	407.00	MC HIGH VALUE MERIT 3 @ 2.70% + \$0.10	.00	11.29
<b>06</b>	445.50	MC MERIT I PREPAID @ 2.26% + \$0.20	.00	11.27
<b>01</b>	99.00	MC BUS LVL 1 DATA RATE 1 @ 3.15% + \$0.10	.00	3.22
<b>03</b>	343.50	MC MERIT 2.39% \$0.10	.00	8.51
<b>13</b>	1,191.00	MC MERIT ILL - CR @ 1.58% + \$0.10	.00	20.12
<b>44</b>	4,022.00	AMEX DISC - SVCS, WHS/OT 2.89% + \$0.15	.00	122.84
	983.50	DISCOVER ASSESSMENT FEE	.00	1.52
<b>09</b>	983.50	DISCOVER INTERCHANGE FEES	.00	26.35
<b>262</b>	25,562.98	MC ASSESSMENT FEE	.00	38.34
<b>71</b>	6,187.73	MC REGULATED DB FA @ 0 S022	.00	18.71
<b>01</b>	99.00	MC CORP DATA RATE I @ 3.20% + \$0.10	.00	3.27
<b>02</b>	139.00	MC MERIT I - DB @ 1.05% + \$0.15	.00	3.29
<b>86</b>	9,465.75	MC MERIT III - DB @ 1.05% + \$0.15	.00	112.29
<b>04</b>	341.00	MC WORLD MERIT I @ 2.25% + \$0.10	.00	9.10
<b>16</b>	1,549.00	MC WORLD MERIT III @ 1.77% + \$0.10	.00	29.02
<b>751</b>	72,392.50	VISA ASSESSMENT FEE	.00	112.22
<b>46</b>	5,408.50	VS CPS RETAIL- DB @ 0.80% + \$0.15	.00	50.17
<b>09</b>	571.00	VS ERF - CR @ 2.80% + \$0.10	.00	16.89
<b>07</b>	581.00	VS ERF - DB @ 2.25% + \$0.20	.00	14.47
<b>20</b>	2,509.50	VS CPS RETAIL- CR @ 1 + \$0.10	.00	39.89
<b>37</b>	3,830.00	VS CPS REWARDS 1 @ 1.65% + \$0.10	.00	66.90
<b>06</b>	83.00	VS CPS SMALL TKT - 1.65% + \$0.04	.00	1.61
<b>02</b>	28.50	VS CPS SMALL TKT - @ 1.55% + \$0.04	.00	.52
<b>06</b>	392.00	VS SIGNATURE STANDARD @ 3.45% + \$0.10	.00	14.12
<b>378</b>	34,378.25	VS REGULATED DEBIT @ 0.05% + \$0.22	.00	100.35
<b>98</b>	10,117.50	VS SIGNATURE PREF RETAIL @ 2.60% + \$0.10	.00	272.86
		Total Interchange Fees / American Express Program Fees:		1,483.15

Credit Card Processing companies can pad these interchange rates to increase their profit, which is something you need to be careful of. They will blame the increase on the interchange rate and that there is nothing they can do. However, little to your knowledge they have added a higher percentage rate on top of the Interchange fees. Be aware of this!

**Assessments:** These fees are NON negotiable and are passed along by the card networks, similar to interchange fees. Like Interchange, there is a set rate for each network, that a business will be charged, and there are no if, and, or buts about it. Be careful with these as it is uncommon, but still possible, to see credit card processing companies pad the assessment fees to gain more profit.

- Visa Assessments:**

Visa	Statement Descriptor	Rate	Fee Definition
Visa US Acquirer Service Fee (Assessments) Credit	Visa Assessment Fee Credit	0.14%	Assessed to all Visa credit sale transactions
Visa US Acquirer Service Fee (Assessments) Debit and Prepaid	Visa Assessment Fee DB	0.13%	Assessed to all Visa debit and prepaid sale transactions

- MasterCard Assessments:**

Mastercard	Statement Descriptor	Rate	Fee Definition
<b>Mastercard Acquirer Brand Volume (Assessments)</b>	Mastercard Assessment Fee	0.1375%	Assessed to all Mastercard sale transactions. This fee is comprised of the Mastercard Acquirer Brand Volume fee of 0.13% and the Mastercard Annual Acquirer License Fee of 0.0075%
<b>Mastercard Acquirer Brand Volume (Assessments) Consumer Credit and Commercial transactions greater than or equal to \$1000 USD only</b>	MC Assessment Tran Amt >=1K	0.01%	Assessed to all Mastercard Consumer Credit and Commercial sales transactions greater than or equal to \$1000 USD.

- Discover Assessments:**

Discover	Statement Descriptor	Rate	Fee Definition
Discover Assessment	Discover Dues/Assessment Fee	0.13%	Assessed to all Discover Network Card sale transactions.

**Markup Costs:** Here is where the party gets going and the reasoning why credit card processing get such a bad reputation. Markup costs are the profit the credit card processing company makes over the interchange cost that is passed along to your business.

There are numerous deceptive sales tactics that credit card processing companies will use. Most say they will lower your credit card processing rates, but it does not take long to figure out this is not the case. They simply change a few rates around, lower some and raise others, to where there is little to no savings when all is said and done.

The markup costs can include, but are not limited to, discount percentage, per transaction, per authorization, monthly fees, PCI fee, PCI non regulatory fee, software monthly fees, gateway fees, CPU fees, AVS fees, equipment costs, etc.. All these fees ARE NEGOTIABLE and should be reviewed prior to any engagement with a credit card processor..



372396543889	Fees	05/31/19	AMEX AUTH FEE 1 TRANSACTIONS AT 150000	-\$0.15
372396543889	Fees	05/31/19	BATCH SETTLEMENT FEE 14 TRANSACTIONS AT 350000	-\$4.90
372396543889	Fees	05/31/19	MONTHLY WIRELESS FEE	-\$15.00
372396543889	Fees	05/31/19	VISA AUTH FEE 2 TRANSACTIONS AT 150000	-\$0.30
372396543889	Fees	05/31/19	VISA NETWORK FEE CNP 2-06	-\$3.30
372427197887	Fees	05/31/19	AMEX AUTH FEE 242 TRANSACTIONS AT 150000	-\$36.30
372427197887	Fees	05/31/19	BATCH SETTLEMENT FEE 74 TRANSACTIONS AT 050000	-\$3.70
372427197887	Fees	05/31/19	CNP AVS FEE 313 TRANSACTIONS AT 010000	-\$3.13
372427197887	Fees	05/31/19	DIGITAL ENABLEMENT FEE .000100X 291 TRNS \$64,514,88	-\$6.45
372427197887	Fees	05/31/19	DISCOVER AUTH FEE 57 TRANSACTIONS AT .150000	-\$8.55
372427197887	Fees	05/31/19	MASTERCARD AUTH FEE 385 TRANSACTIONS AT .150000	-\$57.75
372427197887	Fees	05/31/19	MC CVC2 TRANSACTION FEE 310 TRANSACTIONS AT .002500	-\$0.78
372427197887	Fees	05/31/19	MC MONTHLY LOCATION FEE	-\$1.25
372427197887	Fees	05/31/19	MC PIF DETAIL REPORT 2 TRANSACTIONS AT .15000	-\$0.03
372427197887	Fees	05/31/19	MC PROC INTEG PRE AUTH 2 TRANSACTIONS AT .045000	-\$0.09
372427197887	Fees	05/31/19	NETWORK AUTHORIZATION FEE 55 TRANSACTIONS AT.02500	-\$0.14
372427197887	Fees	05/31/19	US CROSS BORDER FEE 23 TRNS TOTALING \$7,012,89	-\$42.08
372427197887	Fees	05/31/19	VI TRANSACTION INTEGRITY FEE 8 TRANSACTIONS AT .100000	-\$0.80
372427197887	Fees	05/31/19	VISA AUTH FEE 1.085 TRANSACTIONS AT .150000	-\$162.75
372427197887	Fees	05/31/19	VISA INTL SERVICE FEE - BASE 35 TRNS TOTALING \$10,788,88	-\$107.89
372427197887	Fees	05/31/19	VISA MISUSE OF AUTH FEE 9 TRANSACTIONS AT .090000	-\$0.81
372427197887	Fees	05/31/19	VISA NETWORK FEE CNP2-06	-\$41.69
372427197887	Fees	05/31/19	VISA NETWORK FEE CP 1B-01	-\$2.00

## Different Credit Card Processing Pricing Structures

Most businesses have no idea that there are different pricing structures within credit card processing. They hear the lowest credit card processing rate come out of a sales reps mouth, and that is the provider they are going with. WRONG! With Interchange rates constantly changing, different credit card processing pricing structures have been created to account for this ever moving industry. See what is best for you business below:

- Tiered/Bundled
- Flat Rate
- BackBill/ERR
- Subscription/Membership
- Interchange Plus Pricing
- **Tiered/Bundled Pricing:** The **WORST** pricing structure in credit card processing. Stay as far away as possible from this one. A high level overview of how it works is a credit card processor gives you 3 different rates for Qualified (1.75%), Mid-Qualified (2.45%), and Non-Qualified transactions (3.25%). Depending on the card you take, dictates which bucket that card will fall under. Depending on the bucket, depends on the rate you are charged. Fairly simple.

- The **PROBLEM** with this structure is that 1. The processor dictates the bucket each card falls under and the rate of said bucket. 2. The actual Interchange rate of said card is more often than not significantly lower than what the bucket is tagged at. What this means? Your provider is making money hand over fist.

**Example:** A Tiered/Bundled pricing model would look like this: Qualified Rate: 1.75% Mid Qualified Rate: 2.25% Non Qualified Rate: 3.40%.

The Interchange rate for a debit card is often 0.05% + \$0.22/transaction. If you are on tiered/bundled pricing, the processor will categorize this card in a Qualified bucket, charging you the Qualified rate (1.75%). 1.75% is a significantly more than 0.05% + \$0.22/transaction.

- **Flat Rate Pricing:** The **SECOND WORST** pricing structure in credit card processing. The name of the pricing structure is pretty self explanatory. Your business is charge a set rate for every transaction you accept, regardless of the type of card or how you process the transaction. Similar to the example of Tiered/Bundled pricing, you are not charged the true cost of the card you accept from your customer. Instead, you are charged the flat rate, and your credit card processing company makes all the profit over the true interchange cost of your customer's card. **STAY AWAY** from this structure as well. Although it seems transparent and simple, like what the Stripe's or PayPal's of the world want you to think, it is not cost effective for your business.

**Example:** The Interchange rate for a debit card is often 0.05% + \$0.22/transaction. If you are on Flat Rate pricing, the processor will charge you a flat fee of 2.75%. That means credit card processor makes in profit the difference of 2.75% and the cost of the interchange rate of the card your business accepted. This can be an extremely lucrative pricing model for credit card processing companies. Stay away at all costs.

- **BackBill/ERR Pricing:** The **TIED FOR SECOND WORST** non cost effective pricing structure, although this one is more out dated than the others. Your credit card processing provider will set your ERR rate during the application process. An added headache to this pricing model is the reporting to see the true rates and fees you were charged on a given month does not display on your monthly credit card merchant statements until the following month. Hence the “BackBill” name. For this example, let’s stick with the 1.75% mentioned in the Tiered Pricing model above.

**Example:** As a business, any credit or debit card you accept from your customers that has an interchange rate LOWER than 1.75%, your business is charged the 1.75%. Your credit card processing provider makes the difference of the two in profit. Any credit or debit card you accept from your customers that has an interchange rate HIGHER than 1.75%, you are charged 1.75% PLUS an additional surcharge that was determined by your credit card processing provider.

- **Subscription/Membership Pricing:** This is a relatively new pricing structure within the credit card processing industry. It can be cost effective depending on your monthly volume of sales and the subscription cost your credit card processing provider sets you up with. A high level of how it works is your merchant provider charges a flat monthly fee (subscription), a per transaction cost (\$0.05 – \$0.30), and passes along the true interchange cost of the card you accept from your customers.
- At times, it can be cost effective for your business because you know what the processor is making every month as far as their profit. The issue and disadvantage of this model is that based on your sales volume, the merchant make increase the fixed membership fee, which can hurt your business. They may also increase the markup per transaction cost as well. Although a transparent pricing model, it will depend on your needs and monthly sales volume.

**Example:** A subscription pricing model would be as follows: Interchange Rates + 0.00% + \$0.15/transaction + \$199.00/month Fee.

- **Interchange Plus Pricing:** You always save the BEST for last. Interchange Plus Pricing is by far the most transparent and cost effective pricing structure within the payment industry. High level, you are charged the true interchange rates set by the card networks, in addition to the true mark up costs the credit card processing provider charges you. If you are looking to save the most amount of money and have fair and transparent pricing, this is the route you need to go!

**Example:** An Interchange Plus Pricing model would be as follows: Interchange Rates + 0.50% + \$0.10/transaction. To use the debit card example mentioned above, the interchange costs for a debit card is 0.05% + \$0.22/transaction. On Interchange Plus Pricing, you are charged the debit card interchange PLUS whatever the mark up costs of the credit card processing company. In this example, it is 0.50% + \$0.10/transaction.

The key takeaway here, and something we cannot stress enough, always ensure you are on Interchange Plus Pricing if you want to lower your credit card merchant fees. This pricing structure is by far the most transparent and cost effective pricing model within the credit card processing industry. Get a free audit [here](#) to see your current credit card pricing structure and potential savings

## How To Lower Credit Card Merchant Fees

Credit card merchant fees are daunting, confusing, and obnoxious to say the least. Identifying which credit card processing fees are mandatory vs a mark up cost can be difficult, and finding the correct ways to lower your credit card merchant fees **without having to switch processors** is a task every business should look into.

Other than a technical circumstance with equipment, software, or your business' gateway, you should always look to lower your credit card merchant fees before making change to your credit card merchant provider. When you switch credit card merchant service companies, you have to look at the costs to making a change. There are equipment fees, gateways fees, the costs to teach your employees on how to work the new systems, and the risk involved that comes with making a change.

## Tips to lower credit card merchant fees:

### Step One:

#### Ensure a credit card processing rate increase has not occurred

- If you know how to already read a credit card processing statement, you are a step ahead of the curve. Audit your last 3 credit card processing statements and compare the discount, per trans, auth, and monthly fees you were charged. If you know how to identify surcharges, do the same exercise to ensure the credit card processing rates are consistent.
- If you do not know how to read your credit card processing rates, get a free audit or analysis to have someone point them out to you. Knowing your baseline costs and what you currently pay is crucial to knowing how much wiggle room you have in negotiations.



**Step Two:****Evaluate if you are under contract and for what length of time is remaining**

- Being under contract has no affect on a rate reduction. The term remaining on the contract however, will affect to what extent you are able to reduce your existing credit card merchant fees. If you have less than 6 months remaining, you will reduce costs significantly. If you have 24 months or more remaining, you can still achieve savings, they just may not be as prominent as you may have liked.

**Step Three:****Do your homework**

- Do not go into a negotiation blind without any ammunition of how the rates and fees work. You need an understanding of your current pricing structure, the other pricing structures in the industry, the service markup you are charged, and the industry standard of what your competitors pay. Do not ask for a reduction, tell them you want a reduction and give examples of pricing that you want to obtain. Do NOT let the credit card processing company dictate the negotiation.

**Step Four:****Push Back**

- Credit card processing companies will tell you that they cannot go any further in lowering their credit card processing rates after the initial negotiation. This is not the case, but simply a tactic used to get you off the phone. Of course they do not want to lower your credit card merchant fees because it ultimately loses them money. However, it may 2 or 3 times to further reduce your costs.

**Step Five:****Monitor your credit card merchant fees monthly**

- Monitor your credit card merchant statements monthly. Most processors spike their rates quarterly, some even do it as often as a monthly rate increase. You need to be aware of this because lower your credit card processing fees is only half the battle. You need to ensure that your pricing always stays low, and never increases once you negotiate. It requires a monthly audit in order to make sure that credit card merchant fees aren't being increased.

If a business is looking at a merchant processing statement with an untrained eye, rate increases are going to be impossible to detect. Swipe is the only way to find each and every hidden fee on your merchant statement each month.

## How To Lower Credit Card Merchant Fees (American Express)



When it comes to the credit card processing world American Express tends to be their own monster. Amex has long been viewed as the outsider of the large four card brands when it comes to acceptance.

Higher rates have been the primary reason that a lot of merchants are hesitant to accept Amex. An average fee for Visa/MasterCard is 2.17% while AMEX is 2.33% per transaction.

Recently, Amex has been making a push to boost spending on its network. There have been some new rate cuts through a program for certain merchants call Amex OptBlue.

### What is AMEX OptBlue?

OptBlue is a processing option released by Amex five years back. Prior to the OptBlue program Amex cards were solely processed through a separate merchant account managed by Amex. This would result in higher, non-negotiable rates.

With the OptBlue pricing structure Amex opened up the processing of Amex through a separate merchant account. This is very similar to how a business accepts Visa, MasterCard and Discover.

Due to the fact merchants can now process Amex through a standard merchant service provider they can obtain lower rates than previously. Prior to this, Amex would only offer a flat rate non negotiable structure. Now, on the OptBlue pricing program merchants can negotiate with the processing company to decrease costs.

### What is Amex Direct?

Amex Direct adheres to the original flat-rate structure that Amex used prior to the OptBlue program. Amex direct has to be used by businesses processing \$1M and up per year in Amex transactions.

Believe it or not these businesses typically have to pay more than the businesses processing less than \$1M a year in Amex transactions. Going to Amex direct entails Amex's standard rates which tend to be much higher than the processors rates.

### How Can I Negotiate Amex OptBlue?

Negotiating OptBlue pricing is actually very similar to negotiating pricing for the other card brands. The biggest thing is to first ensure you have secured an interchange plus pricing for all cards. If one processing company insists they can only offer a tiered pricing structure for Amex then we suggest to go elsewhere. This would be similar if not higher than going to Amex Direct.

Once the interchange plus pricing for all cards has been secured it is important to get the same markup for all four cards brands. To give you an example, if a processing company offers an interchange plus pricing of 0.30% + \$.10 per transaction it should be that for all four card brands.

A lot of processing companies will offer a much higher markup for Amex transactions which is just another profitable category for them.



## About Swipe

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Swipe was founded with the purpose of helping businesses navigate the credit card processing industry. It is our job to educate, inform and assist our audience about the murky waters of the credit card processing industry. Merchant service fees can be difficult to understand and one of the biggest expenses for business owners to incur. Swipe was established to help our clients reduce their credit card processing expenses without having to change their current processor, bank, equipment or software.

Swipe provides contingency-based audits of merchant processing statements to all business types. By using our deep expertise in payment processing and cutting edge software, Swipe is able to identify extra fees and mistakes that increase costs.

Our contingency model ensures that our clients only pay if we are able to find savings. Swipe will identify excess charges and then work on customers' behalf to get these charges removed. We do this all while keeping the current system and relationship in place. From there, our software automatically audits all future statements to ensure there is no fluctuation in costs and the fees do not increase.

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