

Merchant Pricing – Video Transcript

Running a business is hard work but it might feel like getting a solid understanding of your credit card processing fees is even harder.

Accepting cards is a must, so making sure that you understand your costs is essential for growing your business.

Let's break it down...

Typically, you'll see a couple types of pricing.

1. Interchange Plus also known as cost-plus.

This transparent pricing structure tells you exactly where your money is going with every transaction.

By offering clarity, cost effectiveness and easy reconciliation, this tends to be the preferred pricing model for small businesses.

Another option is bundled pricing.

This is a combination of the interchange fee and the processor's markup in one single rate.

Initially, this simplistic concept may sound appealing, but make sure your provider clarifies each component that's involved in determining your rate to ensure you're getting the best deal on every sale.

Which is right for you?

The reality is that interchange and card association rates represent at least 80% of your monthly service costs.

The time and money that you spend researching the right pricing model is far less than the extra surcharges and fees that you might incur with the wrong pricing structure.

Your business takes enough of your attention.

Make sure your merchant provider is helping you manage these details.

For a free consultation call us at 800-828-1629.

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