

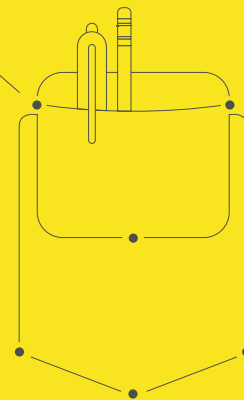
Why Do  
I Pay So  
Much?



Part Of The

# **Abtek Transparency Project**

Connecting the dots for merchants  
since 1986



For more tools and resources go to  
**AskAbtek.com**

# CONNECTING THE DOTS FOR MERCHANTS SINCE 1986.

We pride ourselves on connecting the dots for merchants in an industry with often less than savory practices. This is more than a promise. It is why we are in business. What better way to prove that than making sure we arm our clients with the proper information for making a smooth switch away from our services.

**We love a fair fight and want to continue to earn your business.**

# THE INDUSTRY

**Before making a switch we find it helpful to put our business in the context of the credit card services industry.**

Credit card processing is a value added service thus fees are imposed. This is often viewed as a necessary evil. But it is not the whole story. We view the commodity of processing separate from the service and support of processing.

Most companies will not even use the word commodity. We're different. Our experience, stretching back to 1986 when we were founded, has proven the more informed the client the better relationship we have with them.

No games. No tricks. No flashy gimmicks.

# THE TRUTH

## **We admit it, the processing of a credit card is a commodity.**

Most of our clients are shocked to learn that roughly 85% of all fees associated with our accounts go directly to the credit card companies. We keep about 15%.

What does this look like in practice? Well if a client processes about 1 million dollars in transactions the credit card companies receive around \$19,000 in fees directly off the top and our fee is just around \$3,000 per year gross.

That's \$250/month for us to service your account. To put it in plain terms that is the equivalent of getting two frappuccinos a day.

So, as you can imagine our business survives by growing with our clients to move them from 1 million dollars in processing to 100 million in processing. We are in this for the longterm with you as a partner in growth.

**\$ 1,000,000**

Per year in volume

**Credit Card Accepted**



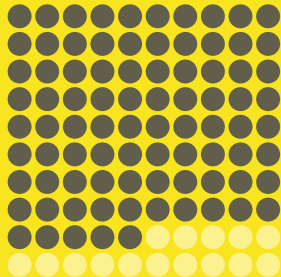
**Generates about \$22,000 in fees**



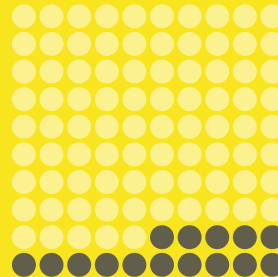
**85%**

Fees to  
Card Brands

**ABOUT \$19,000**



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**15%**

Fees to Merchant  
Service Provider

**ABOUT \$3,000**

Did you know? This is the commodity. All processors pay this amount regardless of size or volume.

**We See About \$3,000 Gross on 1 Million Transacted**

Our Service Cost

**\$3,000**

PER YEAR

Our Service Cost

**\$250**

PER MONTH

Our Service Cost

**\$8.33**

PER DAY

OR

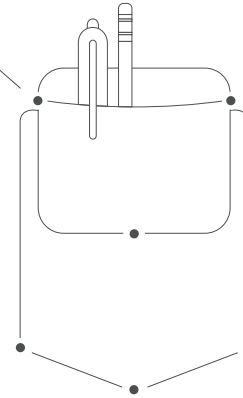
**2**

FRAPPUCCINOS



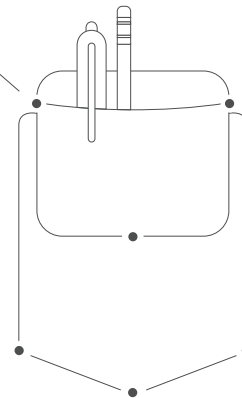
## Did You Know?

Merchants and/or processors  
CANNOT have a "direct"  
relationship with Visa or  
MasterCard. That's why we exist.



## Did You Know?

MasterCard and Visa charge the exact same rate to all companies like Abtek including big banks regardless of volume or amount.





# WHAT WE OFFER OUTSIDE OF THE COMMODITY

## **In-Sourced Support Center**

Not only is it manned in America, right outside of Detroit, but humans will answer the phone. Yep, humans. Like real people that are knowledgeable. We hire credit card nerds. They are trained by us for us. And the best part, you will not have any trouble understanding them.

## **Holds**

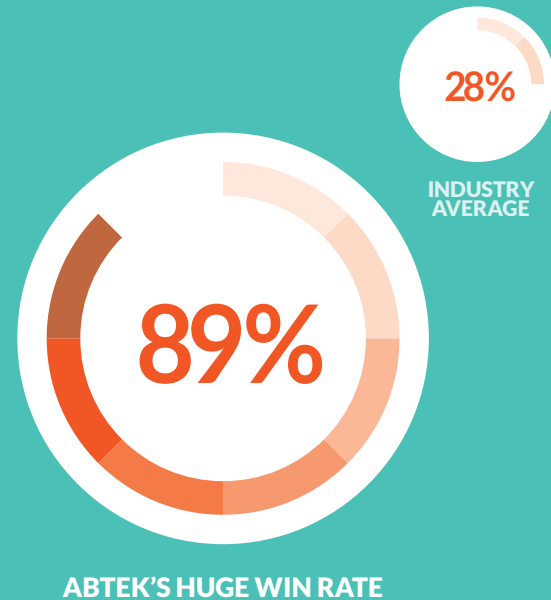
We are self-insured so we have control over account holds. Make sure our competitors can offer the same. Holds can last 7 to 30 days which puts a strain on cash flow. We also resolve conflicts and flag security concerns in-house.

## Detailed Billing

We want every client to see what they are paying us and weigh if we are worth it. Ask our competitors for detailed bills with the same rate they are proposing. Warning, they often will say they are not allowed to release that information. The truth is they are 100% authorized to do so if the clients pertinent information is blacked out.

## Huge Chargeback Win Rate

89% of chargeback are won on the merchants behalf by Abtek. This is real money in our merchant's pockets. The industry standard is only 28%. We focused our resources on this issue to provide top-end service for our clients and it has worked. We are not a commodity.





# WATCH OUT FOR THIS GUY

## **Free Lunch**

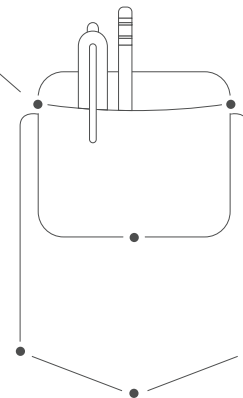
Everyday, competitors offer our clients 'incredible' deals to lure them away. Make sure they do not promise more savings than our gross profit on your account which is clearly detailed on your bill. They pay the same rate as us to the Credit Card companies so they would be losing money on your account. You know what people say about free lunches. Ask how their math is possible.

## **Hide & Seek Terms**

Ironically, the biggest talk in our industry is accompanied by the finest print. Often terms and conditions are mentioned by name in the contract but they are not sent with the contract. We believe fineprint should only describe the quality of ones penmanship not a marketing tactic. Explicitly ask for a copy of the terms and conditions before signing any contracts.

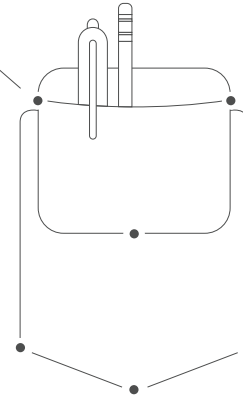
## Did You Know?

Companies lure with below market rates increasing their volume so they can turn around and sell your account to a larger processor. Once sold, those fancy low rates go out the window.



## Did You Know?

Did you know roughly \$2 billion worth of gift cards went unredeemed in 2012?





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