

Bottom Line Impact Analysis

Premium Payment Solutions With Unmatched Service

Executive Summary

For business owners and CFOs seeking reliable, cost-effective payment processing, this analysis demonstrates how Dynamic's **Dual Pricing** solution can add up to 3% to your bottom line. We deliver personalized solutions that optimize cash flow and maximize savings.

MONTHLY PROFIT BOOST

\$179.60

Annualized: \$2,155.16

ADDED TO BOTTOM LINE

71.8%

of fees eliminated

PROGRAM

Dual Pricing

Bottom Line Impact (Monthly)

Current Processing Fees	\$250.00
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Fees With Program	\$403.74
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Added to Bottom Line	\$179.60
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Trusted by 2,000+ businesses nationwide

Program Benefits

- Implementation in days, not months
- Zero liability with compliant signage
- Roll-back safety net included

Turn Fees Into Growth

You're losing 2.25% to 3% on every transaction. Here's how flipping that script transforms your business:

\$179.60 /mo → Labor coverage (reduce OT or add a server/line cook).

\$538.79 /qtr → Menu & experience (smallwares, linen, menu photography).

\$2,155.16 /yr → Upgrades (kitchen equipment, patio/dining refresh).

\$179.60 /mo → Staffing coverage (associate hours or retention bonus).

\$538.79 /qtr → Merch & POS (fixtures, seasonal displays, scanner refresh).

\$2,155.16 /yr → Store growth (lighting/signage, inventory expansion).

\$179.60 /mo → Net gain available for staffing or marketing.

Ready to Get Started?

Add **3% to your bottom line** with Dynamic's proven payment solutions.

✓ White-glove service

✓ 2,000+ businesses trust us

YOUR REPRESENTATIVE

a;lidskf

 a@m.com

 (234) 234-2344

Customer Information

BUSINESS NAME	TEst
STREET ADDRESS	134
CITY, STATE, ZIP	asdfasd, AL, 23423
CONTACT NAME	;alsdjf
CONTACT TITLE	adsfa
CONTACT EMAIL	d@m.com
SALES REP NAME	a;ldskf
SALES REP EMAIL	a@m.com
SALES REP PHONE	(234) 234-2344

Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$250.00
PROCESSOR CHARGE ON CARDS	\$403.74
CARD PRICE INCREASE COLLECTED (CARDS)	\$333.33
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$70.40
PROCESSING COST SAVINGS (CARDS ONLY)	\$179.60
PROCESSING COST SAVINGS %	71.8%
TOTAL NET GAIN (MONTHLY)	\$179.60
ANNUAL NET GAIN	\$2,155.16

Technical Calculation Details

Derived Bases & Totals

BASE CARD VOLUME (PRE-TAX, PRE-TIP)	\$8,333.33
BASE CARD VOLUME + PRICE DIFFERENTIAL	\$8,666.67
CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$10,486.67

Processing on Cards (New Program)

CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$10,486.67
FLAT RATE %	3.9%
PROCESSOR CHARGE ON CARDS	\$403.74
CARD PRICE INCREASE COLLECTED (CARDS)	\$333.33
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$70.40
COVERAGE %	82.6%

Savings vs Today

CURRENT PROCESSING COST (TODAY)	\$250.00
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$70.40
PROCESSING COST SAVINGS (CARDS ONLY)	\$179.60
TOTAL NET GAIN (MONTHLY)	\$179.60
ANNUAL NET GAIN	\$2,155.16

Base Card Volume → +Price Differential → +Tax → +Tip