



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

\$1,511.32

Annualized: \$18,135.88

ADDED TO BOTTOM LINE

60.5%

of fees eliminated

PROGRAM

Dual Pricing

Bottom Line Impact (Monthly)

Current Processing Fees	\$2,500.00
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Fees With Program	\$4,065.60
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Added to Bottom Line	\$1,511.32
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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:

\$1,511.32 /mo → Labor coverage (reduce OT or add a server/line cook).

\$4,533.97 /qtr → Menu & experience (smallwares, linen, menu photography).

\$18,135.88 /yr → Upgrades (kitchen equipment, patio/dining refresh).

\$1,511.32 /mo → Staffing coverage (associate hours or retention bonus).

\$4,533.97 /qtr → Merch & POS (fixtures, seasonal displays, scanner refresh).

\$18,135.88 /yr → Store growth (lighting/signage, inventory expansion).

\$1,511.32 /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

Brad Ross

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 (234) 234-2342

Customer Information

BUSINESS NAME	TEst
STREET ADDRESS	234 main
CITY, STATE, ZIP	anniston, AL, 24323
CONTACT NAME	brad paisely
CONTACT TITLE	onwer
CONTACT EMAIL	d@m.com
SALES REP NAME	Brad Ross
SALES REP EMAIL	m@d.com
SALES REP PHONE	(234) 234-2342

This \$1,511.32 monthly savings covers ~2 server shifts weekly or a new line cook's monthly hours. This \$1,511.32 monthly savings funds additional associate hours or quarterly inventory expansion. Net gain of \$1,511.32 monthly available for operational improvements or marketing initiatives.

Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$2,500.00
PROCESSOR CHARGE ON CARDS	\$4,065.60
CARD PRICE INCREASE COLLECTED (CARDS)	\$3,076.92
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$988.68
PROCESSING COST SAVINGS (CARDS ONLY)	\$1,511.32
PROCESSING COST SAVINGS %	60.5%
TOTAL NET GAIN (MONTHLY)	\$1,511.32
ANNUAL NET GAIN	\$18,135.88

These processing savings offset approximately 2 server shifts weekly based on current wage assumptions. This monthly gain directly supports inventory investments or seasonal promotional campaigns. Monthly savings of \$1,511.32 provides flexible capital for business growth priorities.

Technical Calculation Details

Derived Bases & Totals

BASE CARD VOLUME (PRE-TAX, PRE-TIP)	\$76,923.08
BASE CARD VOLUME + PRICE DIFFERENTIAL	\$80,000.00
CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$105,600.00

Processing on Cards (New Program)

CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$105,600.00
FLAT RATE %	3.9%
PROCESSOR CHARGE ON CARDS	\$4,065.60
CARD PRICE INCREASE COLLECTED (CARDS)	\$3,076.92
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$988.68
COVERAGE %	75.7%

Savings vs Today

CURRENT PROCESSING COST (TODAY)	\$2,500.00
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$988.68
PROCESSING COST SAVINGS (CARDS ONLY)	\$1,511.32
TOTAL NET GAIN (MONTHLY)	\$1,511.32
ANNUAL NET GAIN	\$18,135.88

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

Your \$18,135.88 annual gain reinvests into kitchen upgrades or expanded dining capacity. Your \$18,135.88 yearly impact enables store renovations or new product line launches. Annual savings of \$18,135.88 creates sustainable competitive advantages.