

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. Backed by our commitment to never raise your rates, we deliver personalized solutions that optimize cash flow and maximize savings.

MONTHLY PROFIT BOOST

\$1,511.32

Annualized: \$18,135.84

ADDED TO BOTTOM LINE

60.5%

of fees eliminated

PROGRAM

DUAL_PRICING

Bottom Line Impact (Monthly)

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

Trusted by 2,000+ businesses nationwide | We'll never raise your rates

Program Benefits

- Seamless onboarding from discovery to full setup
- White-glove service with 24/7 customer support
- Compliance expertise - never worry about fines

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 per month → Offset two server shifts weekly

\$4,533.96 per quarter → Smallwares/linen refresh or menu board updates

\$18,135.84 per year → Replace aging kitchen equipment or expand catering

\$1,511.32 per month → Fund seasonal promotions and local advertising

\$4,533.96 per quarter → Refresh inventory displays or POS upgrades

\$18,135.84 per year → Store renovation or e-commerce expansion

Customer Information

BUSINESS NAME	Test Merchant
STREET ADDRESS	1223 Main
CITY, STATE, ZIP	Anniston, 23434
CONTACT NAME	Brad Ross
CONTACT TITLE	Owner
CONTACT EMAIL	Dustin@dmrpocess.com
SALES REP NAME	Sean Slay
SALES REP EMAIL	sean@dmp.com
SALES REP PHONE	(646) 464-6464

PROGRAM TYPE	Dual Pricing
MONTHLY CARD VOLUME (GROSS)	\$100,000.00
MONTHLY CASH VOLUME	\$25,000.00
CURRENT PROCESSING RATE	2.5%
INTERCHANGE COST	2.0%
FLAT RATE %	3.9%
TAX RATE	10.0%
TIP RATE	20.0%
PRICE DIFFERENTIAL	4.0%

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

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

undefined

GET STARTED TODAY

Ready to add 3% to your bottom line?

Contact your Dynamic representative:



- ✓ White-glove service & 24/7 support
- ✓ We'll never raise your rates
- ✓ Trusted by 2,000+ businesses nationwide