

## Bottom Line Impact Analysis

Premium Payment Solutions With Unmatched Service

### Executive Summary

For business owners and executives 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 SAVINGS

**\$497,127.83**

monthly bottom line impact

ANNUAL IMPACT

**\$5,965,533.96**

yearly bottom line boost

% OF PROCESSING COST OFFSET

**73%**

Dual Pricing

### Bottom Line Impact (Monthly)

Current Processing Fees	<b>\$682,468.46</b>
Net Cost After Price Differential	
Monthly Savings	<b>\$497,127.83</b>

### Program Benefits

- White-Glove service & 24/7 Customer Support
- Tailored solutions: end-to-end customization for your specific needs
- A Partner you can trust for your payment processing needs
- 20+ years of industry expertise and stability
- Implementation in days, not months
- Trusted by 2,000+ businesses nationwide

## Turn Fees Into Growth

You're currently losing on every transaction. Here's how flipping that script transforms your business:

**\$497,127.83/mo** → Expand your team or reduce labor pressure during peak hours.

**\$1,491,383.49/qtr** → Upgrade equipment or refresh your dining atmosphere.

**\$5,965,533.96/yr** → Build reserves for seasonal fluctuations or expansion plans.

**2,000+**

Active Merchants

Processing with confidence daily

**\$1B+**

Annual Volume

Processed securely in 2024

**24/7**

Live Support

Real humans, not chatbots

### Why Business Owners Choose Dynamic

#### ✓ Industry-Leading Support

24/7 access to real people, not automated systems

#### ✓ Proven Track Record

20+ years serving businesses nationwide

#### ✓ Transparent Pricing

Clear costs with no hidden fees

#### ✓ Same-Day Funding Available

Get your money when you need it

### Ready to Get Started?

Start saving today with Dynamic's proven payment solutions.

✓ White-glove service

✓ 2,000+ businesses trust us

#### YOUR REPRESENTATIVE



### 3 Easy Implementation Steps

1 Complete Paperwork

2 White Glove Solution Ordering

3 Go-Live

#### Customer Information

#### Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$682,468.46
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PROCESSOR CHARGE ON CARDS	\$1,372,242.30
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CARD PRICE INCREASE COLLECTED (CARDS)	\$1,186,901.67
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PROCESSING COST AFTER PRICE DIFFERENTIAL	\$185,340.63
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PROCESSING COST SAVINGS (CARDS ONLY)	\$497,127.83
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PROCESSING COST SAVINGS %	73%
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TOTAL NET GAIN (MONTHLY)	\$497,127.83
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ANNUAL NET GAIN	\$5,965,533.96
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**95%+**

Client Retention  
Year over year

**\$1B+**

Annual Volume  
Processed in 2024

**A+**

BBB Rating  
Verified & accredited

## Technical Calculation Details

### Derived Bases & Totals

BASE CARD VOLUME (PRE-TAX, PRE-TIP)	\$29,672,541.74
BASE CARD VOLUME + PRICE DIFFERENTIAL	\$30,859,443.41
CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$35,642,657.14

### Processing on Cards (New Program)

CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$35,642,657.14
FLAT RATE %	4%
PROCESSOR CHARGE ON CARDS	\$1,372,242.30
CARD PRICE INCREASE COLLECTED (CARDS)	\$1,186,901.67
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$185,340.63
COST REDUCTION %	73%

### Savings vs Today

CURRENT PROCESSING COST (TODAY)	\$682,468.46
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$185,340.63
PROCESSING COST SAVINGS (CARDS ONLY)	\$497,127.83
TOTAL NET GAIN (MONTHLY)	\$497,127.83
ANNUAL NET GAIN	\$5,965,533.96

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