



## 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

**\$1,011.32**

Annualized: \$12,135.88

ADDED TO BOTTOM LINE

**50.6%**

of fees eliminated

PROGRAM

**Dual Pricing**

### Bottom Line Impact (Monthly)

Current Processing Fees	\$2,000.00
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Fees With Program	\$4,065.60
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Added to Bottom Line	<b>\$1,011.32</b>
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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:

**\$1,011.32** /mo → Labor coverage (reduce OT or add a server/line cook).

**\$3,033.97** /qtr → Menu & experience (smallwares, linen, menu photography).

**\$12,135.88** /yr → Upgrades (kitchen equipment, patio/dining refresh).

**\$1,011.32** /mo → Staffing coverage (associate hours or retention bonus).

**\$3,033.97** /qtr → Merch & POS (fixtures, seasonal displays, scanner refresh).

**\$12,135.88** /yr → Store growth (lighting/signage, inventory expansion).

**\$1,011.32** /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**

 m@p.com

 (324) 234-2342

## Customer Information

BUSINESS NAME	Test M
CITY, STATE, ZIP	Anniston, AL, 13131
CONTACT NAME	dustin wilkins
CONTACT TITLE	owner
CONTACT EMAIL	d@m.com
SALES REP NAME	Brad Ross
SALES REP EMAIL	m@p.com
SALES REP PHONE	(324) 234-2342

This \$1,011.32 monthly savings covers ~2 server shifts weekly or a new line cook's monthly hours. This \$1,011.32 monthly savings funds additional associate hours or quarterly inventory expansion. Net gain of \$1,011.32 monthly available for operational improvements or marketing initiatives.

## Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$2,000.00
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)	\$1,011.32
PROCESSING COST SAVINGS %	50.6%
TOTAL NET GAIN (MONTHLY)	\$1,011.32
ANNUAL NET GAIN	\$12,135.88

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 \$1,011.32 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)	\$2,000.00
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$988.68
PROCESSING COST SAVINGS (CARDS ONLY)	\$1,011.32
TOTAL NET GAIN (MONTHLY)	\$1,011.32
ANNUAL NET GAIN	\$12,135.88

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

Your \$12,135.88 annual gain reinvests into kitchen upgrades or expanded dining capacity. Your \$12,135.88 yearly impact enables store renovations or new product line launches. Annual savings of \$12,135.88 creates sustainable competitive advantages.