

## 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

**\$14,382,561.17**

Annualized: \$172,590,734.04

ADDED TO BOTTOM LINE

**20.8%**

of fees eliminated

PROGRAM

**DUAL\_PRICING**

### Bottom Line Impact (Monthly)

Current Processing Fees	\$69,046,910.68
Fees With Program	\$144,335,662.09
Added to Bottom Line	<b>\$14,382,561.17</b>

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:

**\$14,382,561.17** per month → Offset two server shifts weekly

**\$43,147,683.51** per quarter → Smallwares/linen refresh or menu board updates

**\$172,590,734.04** per year → Replace aging kitchen equipment or expand catering

**\$14,382,561.17** per month → Fund seasonal promotions and local advertising

**\$43,147,683.51** per quarter → Refresh inventory displays or POS upgrades

**\$172,590,734.04** per year → Store renovation or e-commerce expansion

### Customer Information

BUSINESS NAME	Test
STREET ADDRESS	asdf
CITY, STATE, ZIP	asdf, 23423
CONTACT NAME	;lkj;l
CONTACT TITLE	;lj
CONTACT EMAIL	d@mc.om
SALES REP NAME	dustin wilkins
SALES REP EMAIL	s@m.com
SALES REP PHONE	(234) 234-2342

PROGRAM TYPE	Dual Pricing
MONTHLY CARD VOLUME (GROSS)	\$3,452,345,534.00
MONTHLY CASH VOLUME	\$23,452,345.00
CURRENT PROCESSING RATE	2.0%
INTERCHANGE COST	2.0%
FLAT RATE %	3.9%
TAX RATE	34.0%
TIP RATE	20.0%
PRICE DIFFERENTIAL	4.0%

## Technical Calculation Details

### Derived Bases & Totals

BASE CARD VOLUME (PRE-TAX, PRE-TIP)	\$2,241,782,814.29
BASE CARD VOLUME + PRICE DIFFERENTIAL	\$2,331,454,126.86
CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$3,748,978,235.99

### Processing on Cards (New Program)

CARD PROCESSED TOTAL (INCL. PRICE DIFFERENTIAL, TAX, AND TIP)	\$3,748,978,235.99
FLAT RATE %	3.9%
PROCESSOR CHARGE ON CARDS	\$144,335,662.09
CARD PRICE INCREASE COLLECTED (CARDS)	\$89,671,312.57
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$54,664,349.51
COVERAGE %	62.1%

### Savings vs Today

CURRENT PROCESSING COST (TODAY)	\$69,046,910.68
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$54,664,349.51
PROCESSING COST SAVINGS (CARDS ONLY)	\$14,382,561.17
TOTAL NET GAIN (MONTHLY)	\$14,382,561.17
ANNUAL NET GAIN	\$172,590,733.99

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

Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$69,046,910.68
PROCESSOR CHARGE ON CARDS	\$144,335,662.09
CARD PRICE INCREASE COLLECTED (CARDS)	\$89,671,312.57
PROCESSING COST AFTER PRICE DIFFERENTIAL	-\$54,664,349.51
PROCESSING COST SAVINGS (CARDS ONLY)	\$14,382,561.17
PROCESSING COST SAVINGS %	20.8%
TOTAL NET GAIN (MONTHLY)	\$14,382,561.17
ANNUAL NET GAIN	\$172,590,733.99

undefined


GET STARTED TODAY

Ready to add 3% to your bottom line?

Contact your Dynamic representative:

dustin wilkins

 s@m.com

 (234) 234-2342

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