



## 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

**\$1,461.32**

Annualized: \$17,535.88

ADDED TO BOTTOM LINE

**59.6%**

of fees eliminated

PROGRAM

**Dual Pricing**

### Bottom Line Impact (Monthly)

Current Processing Fees	\$2,450.00
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Fees With Program	\$4,065.60
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Added to Bottom Line	<b>\$1,461.32</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:

### 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

Dustin Wilkins

 d@m.com

 (234) 234-2342

## Customer Information

BUSINESS NAME	Chris's Restaurant
STREET ADDRESS	133 Main St
CITY, STATE, ZIP	Anniston, AL, 23423
CONTACT NAME	Chris McConahy
CONTACT TITLE	Owner
CONTACT EMAIL	d@m.com
SALES REP NAME	Dustin Wilkins
SALES REP EMAIL	d@m.com
SALES REP PHONE	(234) 234-2342

## Processing Cost Breakdown

CURRENT PROCESSING COST (TODAY)	\$2,450.00
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)	\$1,461.32
PROCESSING COST SAVINGS %	59.6%
TOTAL NET GAIN (MONTHLY)	\$1,461.32
ANNUAL NET GAIN	\$17,535.88

## 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)	\$2,450.00
PROCESSING COST AFTER PRICE DIFFERENTIAL	\$988.68
PROCESSING COST SAVINGS (CARDS ONLY)	\$1,461.32
TOTAL NET GAIN (MONTHLY)	\$1,461.32
ANNUAL NET GAIN	\$17,535.88

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