



How does the PC Verifier's rates compare to other merchant accounts?

Advanced Merchant Solutions' MerchantAnywhere™ account offers incredibly affordable package for merchants interested in using the *PC Verifier™*, or *Pocket Verifier™*. Rates are very important, yet when merchants look for rates, ***they usually ignore the fine print*** (the important part). Below you will see different examples of how we compare to other merchant accounts. You will also see definitions to help you understand how it all works. We'll start with the upfront costs and then we'll move to the hidden costs.

Upfront costs:

1. **Set Up Fees:** Many merchant service providers charge this fee to set up your processing system and it can be very costly. **Advanced Merchant Solutions does not charge a set up fee.**
2. **Application Fees:** The application fee is usually charged whether you get the processing component or not. **Advanced Merchant Solutions does not charge an application fee.**
3. **Transaction Fee:** This is the fee you pay to process the transaction. **Advanced Merchant Solutions charges a transaction fee of \$0.30 per transaction.**
4. **Credit Card Charge:** Also referred to as Discount Rate, it is the fee or percentage for which MasterCard/VISA USA and American Express charge to accept the card(s). The percentage rate can be as low as 2.19% or as high as 5.39% for every \$100.00 processed. (This means that for every \$100.00 processed, the bank keeps \$2.19 or \$5.39). **Advanced Merchant Solutions has one of the lowest rates (2.2%) in the industry.**

Hidden costs:

1. **Gateway fee:** This monthly fee is charged so you can have access to the processor to determine fund availability 24/7. **Advanced Merchant Solutions does not charge a gateway fee.**
2. **Statement Fee:** Banks usually charge you a monthly fee to mail you a copy of your detailed account statement. **Advanced Merchant Solutions does not charge a statement fee** because you have access to all your statements 24/7.
3. **Monthly Minimum:** You should always watch out for these fees. If your business is seasonal or you don't have too many transactions, you might end up paying more than you bargained for. The most common monthly minimum is \$20.00. If your monthly fees go over the \$20.00 for that month, you simply pay that fee, however, if your monthly fees are under \$20.00, even if you have done no transactions at all, you still have to pay the \$20.00 minimum fee. **Advanced Merchant Solutions does not charge a monthly minimum.**

Compare Costs

The prices that were used for this comparison, were taken from the respective websites on or about July 14, 2000 and reflect the true costs as presented by these websites. Prices may be subject to change.

Now that you have some understanding of these many different charges, see how The *PC Verifier™*, or *Pocket Verifier™* compares to other companies. First take a look at the breakdown

so you can see what is being charged. Then take a look at the math. Keep in mind that there might be additional charges, but for comparison purposes, we have only chosen the most common upfront charges.

All comparisons have been based on 12 transactions of \$150.00, which results in a revenue of \$1,800 for the month.

Example 1

In this example, "YOUR COMPANY" wanted to use the "CS-VPOS". The breakdown of cost are as follows:

Set Up Fee	\$99.00
Credit Card Fee	2.5% (Visa/Mastercard)
Transaction Fee	\$0.25 per transaction
Monthly Fee	\$25.00 per month.

CS-VPOS would charge "YOUR COMPANY" ...

Set Up Fee	=	\$99.00
Credit Card Fee - 2.5% x \$1,800 (gross income that month)	=	\$45.00
Per Transaction Fee -\$0.25 x 12 (transactions)	=	\$3.00
Monthly Fee	=	\$25.00
Total first month	=	\$172.00

Percentage
of Sales
8.6%

Example 2

In this example, "YOUR COMPANY" wanted to use the "Internet-Merchant-Account.com". The breakdown of cost would be as follows:

Application Fee	\$99.00
Credit Card Fee	2.5% (Visa/Mastercard)
Transaction Fee	\$0.30 per transaction
Monthly Fee	\$35.00 per month.

Internet-Merchant-Account.com would charge "YOUR COMPANY" ...

Application Fee	=	\$99.00
Credit Card Fee - 2.39% x \$1,800 (gross income that month)	=	\$43.02
Per Transaction Fee -\$0.30 x 12 (transactions)	=	\$3.60
Monthly Fee	=	\$35.00
Total	=	\$180.62

Percentage
of Sales
9.0%

Example 3 (This example shows how hidden charges can hurt you)

In this example, "YOUR COMPANY" wanted to use the "AIS Media". The breakdown of cost would be as follows:

Application Fee	=	*\$0.00 (\$295.00 value)
Set up fee	=	*0.00 (\$295.00 value)
Credit Card Fee	=	2.3% (Visa/Mastercard)
Transaction Fee	=	\$0.30
Batch Fee	=	\$0.30 per day, per batch
Gateway Fee	=	\$15.00/mo
Statement Fee	=	\$10.00/mo
Monthly Minimum Fee	=	\$25.00/mo

Virtual Terminal = \$29.95/mo

Notice the * by the application and set up fees, this means that they will not charge you anything if you agree to lease credit card processing equipment for 48 months, however, because you will be doing business over the internet, these charges apply:

AIS Media would charge "YOUR COMPANY" ...

Application Fee	=	\$295.00
Set up fee	=	\$295.00
Credit Card Fee - 2.3% x \$1,800 (gross income that month)	=	\$41.40
Per Transaction Fee -\$0.30 x 12 (transactions)	=	\$3.60
Batch Fee (if you only had 1 batch that day)	=	\$0.30
Gateway Fee	=	\$15.00
Statement Fee	=	\$10.00
Monthly Minimum	=	\$25.00
Virtual Terminal (Monthly Fee)	=	\$29.95
Total (if you met the monthly minimum)	=	\$690.25
Total (if you didn't meet the monthly minimum)	=	\$711.65

Percentage of Sales 35.58%

NOW – This is how Advanced Merchant Solutions' PC Verifier, or Pocket Verifier™ compares: The PC Verifier's breakdown costs are as follows:

Application Fee	\$0.00
Set Up Fee	\$0.00
Credit Card Fee	2.2% (Visa/Mastercard)
Transaction Fee	\$0.30 per transaction
Monthly Fee	\$24.95 per month.

Advanced Merchant Solutions would charge, "YOUR COMPANY" ...

Application Fee	=	\$0.00
Set Up Fee	=	\$0.00
Credit Card Fee - 2.2% x \$1,800 (gross income that month)	=	\$40.50
Per Transaction Fee -\$0.30 x 12 (transactions)	=	\$3.60
Monthly Fee	=	\$24.95
Total	=	=\$69.05

Percentage of Sales 3.4%

And this is all you pay. Unlike other companies, **we are proud to provide a quality product at an exceptional price.**

The *PC Verifier*™ is an innovative application that allows Advanced Merchant Solutions members to accept credit card transactions over the Internet. This is a perfect solution for small and home businesses because with the *PC Verifier*™, you can clear any credit card from virtually any internet terminal. You no longer have to buy or lease an expensive credit card terminal, and what's best, you don't have to sell your product through an e-commerce store to use the *PC Verifier*™. Non-internet related businesses such as contractors, plumbers, programmers, etc., benefit from this exciting new application because they can provide the 30 day billing their customers demand, and at the same time, they get immediate cash flow from their customers.

We hope this pricing comparison was helpful and made your decision easy. Congratulations, on your new venture.