

The Merchant's Advocate

"Bringing the Power of CHOICE to the Merchant"

Special Interest Articles:

- ⇒ Industry Legislation Updates
- ⇒ Protect yourself from Scams
- ⇒ Mobile Device Security Concerns

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The Merchant's Matchmaker © / 320-420-8049

Teresa Ritzer, Owner



Our Promise...

Because we at **The Merchant's Matchmaker**© know that no one else can do for our clients what we do for our clients, we promise that you will always receive the best service, the lowest rates and fees available and no contract, as well as the truth about the payment processing industry.

Remember, our loyalty is to YOU, our client, not to any vendor with whom we may partner you! We will always do everything within our power to ensure that your needs are met and your costs are as low as possible, and all without

the encumbrances of a contract!

Also, because of the ever-evolving nature of this particular industry, we will continue to seek current information that is pertinent to your business and keep you informed. We will continue to look for the most cost-effective options for our clients in all areas of payment processing, including, but not limited to: credit cards, gift cards, checks, ATMs, debt collection, and related equipment and devices.

Thank you for your continued trust!!

FREE Check Recovery Service

The Merchant's Matchmaker© is very excited to announce a free check recovery service that is available to all business owners who may choose to accept checks as a form of payment. There is no cost, no contract, no equipment needed, no minimums and very easy to use!

Through the years, we have been thoroughly disappointed by the empty promises of other such service providers, but after a year of testing with our own clients, we wholeheartedly endorse **Check Assist!**

Please call or go to our website for more information. (Click on "Check Recovery".)



"Bottom line, most mobile devices are not secure enough to meet PCI compliance standards."

Data Breach Updates & PCI Compliance

PCI Compliance is still a primary concern for business owners, as data thieves are continuing to attack and infiltrate supposedly secure systems worldwide. These breaches lead to extensive fraud and identity theft, costing millions of dollars in fines and lawsuits, as well as causing consumer mistrust.

The criminals that continue to plague the card processing industry with their ability to steal information for fraudulent purposes are difficult to track, so business own-

ers and consumers alike must remain vigilant in protecting data.

Many terminals and POS software versions have been determined to be NON-COMPLIANT, and the list grows as vulnerabilities are discovered.

To find out if you should be concerned, please contact **The Merchant's Matchmaker**® for answers specific to your business!

We are happy to assist!

Mobile Device Security Concerns

There has been extensive growth and expansion over the last years in the world of technology, and many are finding it easy and convenient to process banking transactions, card payment processing and other similar functions via mobile devices and cell phone applications.

However, very few of these devices meet the PCI DSS standards of security and data is completely vulnerable to knowledgeable thieves.

Remember, a business will be held liable for any data breaches resulting in fraudulent activity, so the risk is too great to take a chance, in our opinion.

We at **The Merchant's Matchmaker**® are watching closely for any such devices or software that may be determined to meet PCI security standards, and we look forward to keeping our clients informed, as we realize that convenience and mobility are key factors in today's busy world.

"No Signature Required"

If a business accepts card transactions without requiring a signature, they are assuming all responsibility for any losses due to chargebacks and disputes. This is typically seen in fast food restaur-

ants and large retail stores. It is not a recommended option for business owners who are not willing to accept the occasional loss due to lack of proof of authorization.

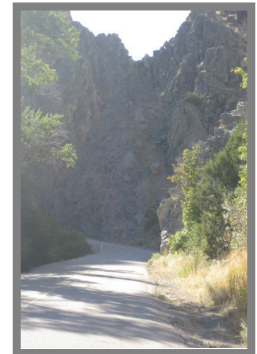
Banks Holding Funds Deceitfully

Over the past several years, we have witnessed a deceitful practice being perpetuated against many small business owners by their banks. Please be aware: *Your card payment processor will typically release your settled transaction funds in less than 24 business hours from settlement.* Your bank should deposit those funds the same or next business day.

However, many banks are HOLDING or PENDING those funds for several days beyond the initial release from your processor. When you question your bank about why it takes so long to get your funds, they blame it on your processor. *IN FACT, the banks are doing this*

intentionally so they can tell you "If you let us process your card transactions, we can offer you 'same day deposits'." Banks are using this deception as a tactic to gain control of your card payment processing, and without exception the banks will always charge higher rates and fees, plus PCI compliance fees and other fees, in addition to requiring a 3-year contract. Banks are NOT the processor in most cases, by the way.

We feel strongly enough about the lack of ethics regarding this practice that we decided to make it publicly known within this newsletter. We will also make mention of this on our website, which is www.themerchantsmatchmaker.com



"The road to truth is challenging..."

Industry Legislation Updates

In an effort to dispel an untruth that has been circulated by various credit card processing companies, the recently passed Durbin Amendment does NOT require a 'rebate' to be given to merchants on debit card transactions. That is completely false.

The amendment effectively puts a cap on how much profit the large banks can make on debit card transactions. This is definitely to the benefit of business owners worldwide. Processors are required to implement the necessary pricing changes to insure that the limitations are enforced, though the general card industry has no real idea how this change will affect the profits and losses, especially since

the smaller banks are exempt from the amendment completely at this time.

Rest assured that your processor will pass on any required lower fees in accordance with the legislation as a client of **The Merchant's Matchmaker®**.

The newly announced Fixed Acquirer Network Fee (FANF) is the current bad guy on the scene, and even processors are upset about this one on behalf of their clients.

We will be watching closely over the next few months to gauge the true effect this fee has on our own clients, so please check our website for updates and notifications. And contact us anytime!!

The Merchant's Advocate

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PROTECT YOURSELF FROM SCAMS!

It is frustrating and disheartening to always feel like one has to be in constant vigilance mode in order to avoid being scammed, but it is a harsh reality in today's world. Here are a few scams that we would like you to be watchful of:

✓ *Unauthorized charges on your personal credit card accounts, no matter how small (criminals often test cards first)*

✓ *Unauthorized billings on your business Discover account (not all fees have been initiated by your processor, some are erroneous billings by criminals)*

✓ *Phone calls from individuals claiming to represent your processor, or trying to scare you about PCI compliance issues (never give copies of your statement or*

push buttons on your terminal at someone else's direction)

✓ *Phone calls from companies claiming they can save you money on ANYTHING!! (Do business face to face!)*

✓ *Phone calls from individuals working with Yellow Book and similar services (nasty scam!)*

✓ *Emails asking you to update your banking info, PayPal info, credit card info, etc. (phishing)*

✓ *Emails from someone in your contact list that say they are stranded in a foreign country and need you to wire them money*

✓ *Individuals working for a company that try to package many services together, such as printing, advertising, and card processing*

About Our Organization...

The Merchant's Matchmaker © was formed in June 2006 as a direct result of personal witness and testimony to the outrageously unethical policies and practices that continue to plague almost every business owner associated with the merchant services industry. We

are on a mission to bring merchants more information, more choices, and thereby, more control.

We want to put the Power of CHOICE back into your hands!!
Our consultations are always free and without obligation, so call today!

PLEASE NOTE:

If you receive calls from companies claiming to be direct processors or brokers for processors, these are just further deceptive sales tactics used by unethical parties. Never provide your merchant statement to someone you do not know.