

VersaPay Keeps the “More Profit” Guarantee Despite New VISA and MasterCard Fees

With merchant discount rates on the rise, we at VersaPay feel businesses should be allowed to grow beyond their expectations without being hindered by paying higher fees. VISA and MasterCard’s interchange rate increase in April of 2008 is quickly being followed up by yet another in October, both of which generally are passed on by merchant service providers.

VersaPay’s mandate to lowering the cost of accepting credit cards is paramount. Therefore, we are pleased to announce that for a second consecutive time within a twelve-month period, *VersaPay will not be passing through the new Assessment Fee to AB Chamber member-merchants!*

Continuing to help your bottom line: What changes ARE coming?

We are proud to continue our philosophy of “More Profit Guaranteed”, especially at a time of global financial uncertainty. VersaPay has analyzed the current VersaPay-AB Chamber member-merchants, the majority of which are small-businesses looking to grow and expand their business. These merchants do not process a substantial volume of transactions but do have good amount of credit card purchases. The average ticket size is typically above \$200, which is considerably larger than the \$35 industry average.

VersaPay has decided instead to add a 15 cent transaction fee on VISA charges. By adding a transaction fee, VersaPay is able to cover the cost of increasing VISA fees and assessments while NOT increasing the merchant discount rate (MDR). The typical merchant will pay less with VersaPay than any alternative in the Canadian marketplace after this rate change.

The new rate for AB Chamber Members will be:	1.69% + 15 cents per VISA/MC transaction
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Why a transaction fee instead of a increase to the Merchant Discount Rate

Logically, a merchant growing their business means more sales. The more sales they have with larger ticket sizes, the better it is to pay a single flat transaction fee as opposed to paying a larger percentage (6 bps more on VISA and 10 bps more on MC) on incremental sales. Of course every contract is easily negotiable with VersaPay, and some AB Chamber members have even qualified for rates much lower than advertised.

What is a Non-Qualified Transaction & How to Reduce Fees

VersaPay shares the global concern in the rise of Identity Theft and Consumer Fraud, and ensuring consumer and merchant’s protection from it with non-qualifying transactions. Anything used to make a purchase that is not a personal consumer card (i.e. corporate card, fleet card, etc.) or is keyed in manually (a card not physically swiped across a point of sale terminal) is subject to non-qualifying surcharge. This is intended as much for the consumer’s protection, as it is for the merchant’s.

By swiping all your consumers’ credit cards through your POS terminal, you can both reduce the frequency of non-qualified transactions but also mitigate the potential for a consumer chargeback or dispute. If you use IVR or TTC – contact us for an easy upgrade to a POS terminal and protect your bottom line.

**Comparison of VersaPay & TD Merchant Services (TDMS):
Rate Change Effects with a typical AB Chamber Member-Merchant.**

Pre-Nov 2008 VersaPay Rate Structure	Pre-Nov 2008 TDMS Rate Structure
1.69% on VISA & MasterCard	1.69% on Visa & 1.79 on MasterCard
Proposed VersaPay Rate Structure	New TDMS Rate Structure
1.69% + \$0.15 per transaction VISA & MasterCard No Assessment Fee and No markup on MasterCard	1.74% on Visa (including 6 bps VISA Assessment Fee) 1.79% on MasterCard
Impact to VersaPay/AB Chamber Members	Impact to TDMS/AB Chamber Members
Typical VersaPay Merchants will only pay a transaction fee per swipe; the Merchant Discount Rate will remain the same.	Typical TDMS Merchants will see fees increase by \$8 on VISA and pay \$5 more on MasterCard or total of \$13 per month

Get More Information or Make the Switch Today

The VersaPay Advantage

- Continuously LOW rates despite interchange rate increases and price hikes
- Helping your business grow and succeed, with More Profit GUARANTEED
- Friendly and reliable FACE-TO-FACE Relationship Managers in your community
- 24/7/365 Technical Toll-Free Telephone Support
- The latest in point of sale (POS) and e-Commerce Technology for your business
- Deposit into any bank account overnight, no holds or reserves
- Proactive investment back into YOUR local Chamber, its growth, expansion and events

For More Information

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