

Business Connection

Strengthening the local economy and serving members for 70 years



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Business Spotlight

Protecting Your Bottom Line: Credit Card Processing Fees

Research shows that the credit card processing industry is not transparent and routinely takes advantage of merchants. Many business owners are solicited every week with offers to switch processors and save money. That's a hassle. Merchant Advocate saves money on credit card processing without switching from their current processing vendor.



Shareef Mahdavi

Longtime resident Shareef Mahdavi (President, SM2 Strategic) advises clients in the areas of marketing, strategy and finance. One of his services is Merchant Advocate, a solution that has helped clients across multiple industries save over \$100 million without having to switch processors or credit card terminals. Clients include retailers, restaurants, medical practices, hospitals, professional sports teams, and our very own Pleasanton Chamber of Commerce.

Every business that accepts credit cards as a form of payment deserves to know if what they are paying each month (deducted from the deposits made by the processor) is fair. Merchant Advocate's data collected over the past 15 years has shown that 72% of businesses are paying too much.

"We thought we had a good deal with our

processor, only to learn we were wildly over-paying," said Kyle Seipel, Pleasanton resident and owner of BracketRaces, a national auto racing event organizer. "Shareef and his team save us thousands of dollars each year with no work on our part except to get them our statements for the analysis."

With a simple one-page agreement in place, Merchant Advocate goes to work negotiating with your current processor. Once new lower rates have been confirmed and any hidden fees removed, clients receive a monthly report showing the savings created by Merchant Advocate. Each month, Merchant Advocate reviews every line of every statement to ensure the processor abides by the new rates. Savings are shared equally each month between the client and Merchant Advocate.

"I want to make this service available to all local businesses in Pleasanton and the Tri-Valley. It's been so helpful and a true win-win," added Shareef Mahdavi, especially as businesses are re-opening.

Credit card fees keep rising, but yours do not have to if you have an expert working on your behalf. Merchant Advocate encourages business owners to have their statements analyzed and determine if they can help you save money and protect the bottom line.

Visit www.merchantadvocate.com/sm2 or call 925-425-9900.

