

## CREDIT CARD CORNER



*Greetings everyone,*

It has been a while since I published a newsletter so my apologies. The past year has been a very challenging year for us all. Everybody's revenue and business is off significantly and we have all faced new business issues that have required a great deal of confidence and patience. My sincere congratulations are extended to each of you that have survived and are surviving.

As far as your credit card processing is concerned, we have seen a significant drop in credit card usage as consumers as well as credit card issuers tighten up. Credit cards have become more difficult to get, the fees banks are charging in interest and late charges have gone up considerably and at the same time many of us are working diligently to reduce our current debt and avoid any new debt.

In reviewing many of my client's merchant statements over the past several months, I have noticed that the use of Check Cards or Offline Debit Cards have increased considerably. This would make sense because consumers are avoiding the use of "Credit Cards" and opting to use their Check Cards because it gives them the convenience of a credit card but debits their checking account. This gives the consumer the records they need to track their spending, reduces the amount of cash they need to carry and eliminates the need to write a check. All of these advantages are also good for the bank and the merchant because they save money as well. My main point here for you-my valued client-is that you need to make sure your check cards are clearing as check cards and not downgrading. They should be cheaper for you than a consumer card by approximately .5%, not more expensive as with a downgraded transaction. If you don't understand, please don't hesitate to contact me and I will help you.

Last item: we have moved so please make a note of the new contact information contained in this newsletter. You should have received a letter recently as well. Thanks for your business and I look forward to continuing to serve you.

Best regards,

John R. Andersen  
President

Congrats Decker,  
You did \$8,700  
in Sales  
this Morning.

I can't wait to see  
what you do this  
Afternoon!



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