

ADVERTISEMENT

MEMBER CENTER: [Create Account](#) | [Log In](#)

[SITE SEARCH](#) [WEB SEARCH BY Google™](#)

Heartland NEWS 12 KFVS
 LIVE LOCAL LATE BREAKING
 HEARTLAND'S THE CW WQWQ-TV

JobLink12 HomeLink12 The Biz Mr. Food Business Break Medical Connection Southeast Online

Home News Weather Sports About KFVS12 Events CW Classifieds Contests/Games Lifestyle

Allen Christian
 BUICK GMC
 Dexter, Missouri
 1-800-455-6537
 www.allenchristian.com

[Email](#) [Share](#) [f](#) [t](#) [Print](#) [A A A](#) Text Size

Three Credit Card Processing Trends Will Impact American Businesses in 2011, According to Merchant Rights Advocate Robert Livingstone of IdealCost.com

[Rekomendasyos](#) [maging una sa mga kaibigan mo ang magrecomenda dito.](#)

More Money Links
[More >>](#)
CBS MarketWatch

Information contained on this page is provided by companies via press release distributed through PR Newswire, an independent third-party content provider. PR Newswire, WorldNow and this Station make no warranties or representations in connection therewith.

From Our Money Partners
Featured Stories from CSMonitor.com
 csmonitor.com

SOURCE IdealCost.com

From Forbes.com
 Forbes.com
From Insweb
 insweb
 Simplifying Your Insurance Decisions®

WEST PALM BEACH, Fla., Oct. 20 /PRNewswire/ - Businesses that accept credit cards at retail establishments, e-commerce sites or over the phones, should prepare for significant changes in 2011, according to Robert Livingstone, president and founder of IdealCost.com, a national consulting firm that reduces credit card acceptance fees for merchants without switching their existing processor.

From Investopedia
 investopedia.com

"Some of the changes to the credit card processing industry will benefit merchants, but we also predict some harmful trends that may be disastrous to American companies," said Livingstone, a merchant rights advocate.

Buying or Selling a Home?

Throughout 2010 Livingstone has openly expressed his concerns about the current state of the credit card processing industry. "On behalf of all merchants, I hope to see vast improvements in transparency and accountability in when it comes to credit card acceptance."

Livingstone's list of credit card processing trends in 2011.

- Click here to get started!**
- Find the value of your home
 - Sell your home
 - Search homes for sale
 - Get new home listings alerts

1. Major Cell Phone Carriers Will Attempt to Gain Traction

AT&T, Verizon, and T-Mobile have been in talks to implement technology that will allow customers to waive their cell phones in front of a compatible card reader rather than swiping a credit card. Similar technology is already in place throughout Europe and Asia. It is not clear how much merchants will be billed for these

transactions, but these cell phone carriers will clearly try to gain market share by significantly undercutting the existing credit card processing system.

2. Merchants Will Still Suffer From Unfair Chargebacks and Data Breaches

Throughout 2010 many customers have scammed merchants by calling their credit card company to dispute legitimate sales after the fact. While the

ADVERTISEMENT

MIDWEST
 NEUROSURGEONS, LLC

Spinal & Cranial Surgery
 Peripheral Nerve Surgery
 Vertebroplasty & Kyphoplasty
 Pain Management

(573) 651-1687
 www.midwestneurosurgeons.com

From the Holiday Helper Channel

- Thanksgiving on a budget
- 8 ways to green Thanksgiving
- Thanksgiving tips for cats
- Stress-free, low-cost parties
- Have the holiday blues?

Heartland HEALTH
 Sponsored by
Southeast HEALTH

Bob's Shoe Service
 Cape Girardeau

[Click Here for Contest Details](#)

Ads by Pulse

12 BUSINESS BREAK

OUTDOOR & TOURISM ONLINE

customer is often protected by the credit card issuer, it is often at the expense of the merchant. The credit card processing industry has not shown any true initiative to change this trend or to punish cardholders submitting false disputes.

Though no data breach has surpassed the damage of the incident in early 2009, several merchants have seen increases in compromises this year. These incidents proved costly and small businesses were forced to pay tens of thousands of dollars to rectify the breaches. With this trend increasing, expect to see several larger data breaches throughout the country in 2011.

3. Significant Rate Increases Will Occur

With the passing of the Financial Reform this year many businesses feel that there is an end in sight for unfair rate increases. The Federal Reserve has been ordered to perform checks and balances on all debit interchange related fees. Unfortunately, credit interchange related fees are going unchecked. Therefore, if the debit rates are actually reduced, it is likely that credit interchange rates will increase by at least as much, but likely much more. Also, it isn't completely unlikely that the government may step in and create an additional credit card processing tax, which would be passed onto merchants.

About IdealCost.com

Founded in 2008 in West Palm Beach, FL, [IdealCost.com's mission](http://www.IdealCost.com) is to protect large business owners from being taken advantage of by their credit card processors. Until now, merchants haven't had a viable solution to receive truly reasonable rates and fees.

IdealCost.com is different from other companies because it is paid only from the savings that it generates for clients. This [performance-based guarantee](#) makes clients feel at ease because traditional credit card processing salesmen are paid a commission even when they raise their client's rates and fees.

The company represents the merchant rather than acting as an agent for the banks or credit card processors. IdealCost.com performs merchant account audits and offers consulting services. The company strives to separate itself from the stigma of the credit card processing industry. IdealCost.com allows business owners to stop worrying about their merchant account and return to more important matters in their businesses such as sales, customer service, and providing for their families.

To contact IdealCost.com, visit <http://www.IdealCost.com> or call (561) 319-8349 or (877) 9-IDEAL-9, 877-943-3259

For information:

Robert Livingstone
President
IdealCost.com
(561) 319-8349
877-943-3259

©2010 PR Newswire. All Rights Reserved.



Advertisement

Discover the best free real-time news, networking and information portal on

Newscircles are a quick, convenient way to create and publish your own customized



the web...



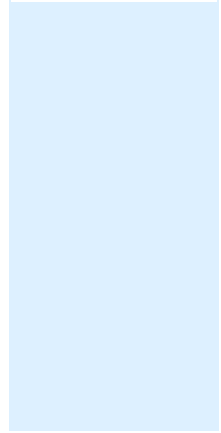
news portals...



Get the most up to date breaking new stories as they happen across the globe...



Choose an industry to view real-time news clustered and organized from over 25,000 sources...



All content © Copyright 2000 - 2010 WorldNow and KFVS12, a [Raycom Media](#) station. All Rights Reserved.
For more information on this site, please read our [Privacy Policy](#) and [Terms of Service](#).