

ADVERTISEMENT

MONDAY-FRIDAY AT 9:00PM
Dr. Phil
ON WFMZ-TV



18°
Full Forecast

Site Web

SEARCH

December 14, 2010 5:17 pm

RSS | E-mail | Twitter | Facebook | Mobile

HOME NEWS WEATHER TRAFFIC SPORTS BUSINESS ENTERTAINMENT LIFESTYLE CONTESTS FEATURES COMMUNITY ABOUT

HOME / PR NEWSWIRE

NEWS FROM PR NEWSWIRE



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

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.

"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.

ADVERTISEMENT:

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.

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 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

ADVERTISEMENT

OVER 150
PREOWNED VEHICLES

MILHAM
PRE-OWNED.com
AUTO SALES
BETHLEHEM
PRICES START AT
\$2995

MOST VIEWED ON WFMZ.COM

STORIES

[Man Who Allegedly Threatened "Heinous School Shooting" To Remain Behind Bars](#)

[DA: Mugging Suspects Want To Be Gang Members](#)

[He's Back! Phillies To Sign Cliff Lee](#)

[Firefighters Battle Cold to Put Out Fire in Schuylkill County](#)

[Crews Battle Flames At Market](#)

SLIDESHOWS

[Ho-Ho-Holiday Movie Classics](#)

[Photos Of The Year 2006](#)

VIDEO



[Flash Mob Joins Dancing Street Lady](#)
Play Video



[On Camera: Metrodome Roof Collapse](#)
Play Video



[Santas In Speedos Hit Streets](#)
Play Video

ADVERTISEMENT

VW is a Proud Partner
of the Philadelphia Flyers.
Hurry in.
Great deals at
your local VW dealer
going on now.

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

SOURCE [IdealCost.com](http://www.IdealCost.com)

Copyright 2010 PR Newswire. All Rights Reserved

[« back](#) | [next story: Life and Business Strategist Helps the Unemployed With His New Audio Book CD Called Become... »](#)

[About PR Newswire](#)



NATIONAL AND REGIONAL

▼ US & WORLD NEWS

Source: Lee Agrees To \$100M Deal With Phils

US Diplomat Richard Holbrooke Dies

'Jeopardy' To Pit Humans Versus IBM Machine

Gov't To Vote On Cribs Standards Amid Deaths

CNN Michael Steele Seeks RNC Second Term

Ex-Boyfriend Found In Attic

5 Die Shoveling Snow

▶ LEHIGH VALLEY

▶ BERKS

▶ POCONOS / COAL REGION

▶ BUCKS, MONT., CHESTER, & PHILA.

▶ WESTERN NEW JERSEY

▶ WEB EXCLUSIVE

MORE LOCAL HEADLINES



Thieves Make Off With Deposit Bag
[Play Video](#)



Professor: Pres. Obama In Awkward Situation
[Play Video](#)



Ousted Lawmaker Energized By New Job
[Play Video](#)

Crews Battle Flames At Market
[Play Video](#)



Forget Suave Party, One Company Gets Dirty For Holidays
[Play Video](#)

[Site](#) [Web](#)

SEARCH

[» More Local News Stories](#)

LINKS WE LIKE

Sponsored Content

How To Screw Up A Car Thief's Day



The following tips can help your car become a less inviting target and slow down, discourage or actually prevent car theft. [More »](#)

Mortgage APRs Hit 3.25%

If you owe less than \$729,000 on your mortgage, you probably qualify

US & WORLD NEWS

In partnership with CNN

Source: Lee Agrees To \$100M Deal With Phils

US Diplomat Richard Holbrooke Dies

'Jeopardy' To Pit Humans Versus IBM Machine

Gov't To Vote On Cribs Standards Amid Deaths

CNN Michael Steele Seeks RNC Second Term

Ex-Boyfriend Found In Attic

5 Die Shoveling Snow

ADVERTISEMENT

OVER 150
PREOWNED VEHICLES

MILHAM
PRE-OWNED.com
AUTO SALES
BETHLEHEM

PRICES START AT
\$2995

REAL ESTATE INFORM

7 High-Tech Homes For Sale



These cutting-edge abodes boast some of the coolest technology features on the market. [More »](#)



for the President's Home Refi Program. Qualify now. More »

When A Cough Isn't Just A Cough



Here are 6 questions that will help you understand when to be concerned about a cough. More »

The 10 Coolest Houses Of 2010



Check out the coolest cribs we've seen so far this year and find out what makes them so darn cool. More »

5 Ways To Conquer Clutter

Staging Secrets

8 Selling Dos And Don'ts

10 Bargain Markets For Buyers

Quiz: What's Your Home Style?

HOME

NEWS

- Noticias En Espanol
- Local News
- Lehigh Valley News
- Berks County Area News
- Poconos / Coal Region News
- Bucks-Mont / Phila. Regional News
- New Jersey Regional News
- Headlines By Email
- Copies Of Stories
- I Saw It On Sunrise
- Submit A Birthday Photo
- Biographies & Appearances
- Internship Info
- Contact The Newsroom

WEATHER

- Forecast
- Radar & Satellite
- Hour By Hour
- Forecast Maps
- Skycams
- Local River Levels
- School & Business Closings
- Stormcenter - School / Business Application
- Stormcenter - Worship Application
- Stormcenter - Business Payment
- Ed's School Program
- Contact The Weather Center
- Homework Help

TRAFFIC

BUSINESS

- Local Stocks
- Bloomberg Index
- Business Matters
- Money

SPORTS

- Scoreboard
- The Big Ticket
- Schedules
- NFL
- MLB
- NBA
- NHL

ENTERTAINMENT

- Music Monday
- Contests
- Movies
- Program Listings

LIFESTYLE

- Food & Recipes
- Health
- Money
- Education
- Family
- House & Home
- Automotive
- Pump Picks
- Classifieds
- Yellow Pages

FEATURES

- Local Flavor
- Freddy Awards
- Garden Of Eve
- Anchors Away
- Get Ready Emergency Video
- One Tank Trip
- Why Do They Call It That
- Operation Ozone
- Medical Breakthroughs
- Travel Experts

CONTESTS

COMMUNITY

- Databank - Seen On 69 News
- Send Us Your Photos & Video
- Slideshows
- Walk Team
- Cancer Resources
- Employment

ABOUT

- Contact Us
- facebook
- Twitter
- Advertising Info
- Virtual Tour
- Cable Listing
- Employment
- Internship Info
- Program Listings
- Take our Site Survey

© 2010, Maranatha Broadcasting Company, Inc 300 East Rock Road Allentown, PA USA 610.797.4530 webmaster@wfmz.com.



Contact Us | Privacy Policy | Terms Of Use | Advertising | EEO Policy | Microsoft MapPoint Terms of Use | Microsoft Privacy Statement | Site Map