



Choose Another City: [San Francisco](#)

Site | News | Videos | Jobs
 [Search Archive](#)

- [HOME](#)
 - [NEWS](#)
 - [SMALL BUSINESS](#)
 - [SALES & MKTG](#)
 - [REAL ESTATE](#)
 - [EVENTS](#)
 - [DIRECTORY](#)
 - [CAREERS](#)
 - [TRAVEL](#)
 - [MORE TOPICS](#)
- [Beginners to Bigshots](#) | [U.S. business news](#) | [Fast Private](#) | [Nominations and Lists](#) | [Book of Lists](#) | [Subscribe - 4 Free Issues](#)

PRESS RELEASES

[Sanfrancisco](#) > [Sanfrancisco Press Releases](#)

[Subscribe to San Francisco Business Times](#)

The information on this page is provided by PR Newswire. National is not responsible for this content. [Learn more about this service.](#)

Search Press Releases
 Search by Company, Organization, or Keyword

National Press Release

[← Back to Press Releases Index](#)

Top 3 Ways Credit Card Processors Deceive Businesses in Today's Economy According to Merchant Rights Advocate Robert Livingstone of IdealCost.com

PR Newswire

WEST PALM BEACH, Fla., July 15 /PRNewswire/ -- In today's economy businesses are concentrating on cutting business expenses in any way they can. Currently, Congress is approving an unspecified limitation on debit card fees to merchants, but they are ignoring several ways in which credit card processors are costing businesses across America millions of dollars through deception and outright lying, according to merchant rights advocate Robert Livingstone, president and founder of IdealCost.com, a consulting firm that reduces credit card acceptance fees for merchants without switching their existing processor.

"Congress is completely unaware that the lack of ethical regulation and licensing in the credit card processing industry is far more destructive to American businesses than a cap on some interchange fees," said Robert Livingstone, president of IdealCost.com.

Livingstone's concerns for merchants across the country are extensive, but he contends that solving his top 3 concerns will save millions of dollars for business owners. "Since the Government is not providing adequate protection for our business community, I have to raise these questions on behalf of all merchants."

Livingstone's list of the top 3 ways businesses are deceived by credit card processors:

1. Predatory Telemarketing

Aggressive telemarketers are confusing business owners by claiming that they are from the merchant's existing service provider, a wholesaler of lower rates, or an objective compliance officer from the credit card company. These are all deceitful sales tactics.

2. Deceitful and Disappearing Sales Reps

There is no license required to sell credit card processing unlike other sales industries such as insurance and real estate. Therefore, reps have the incentive to say anything they need to get the deal done and are often impossible to track down after the contract has been signed and they have collected their commission. Often the merchant's rates go up instead of down.

3. Cryptic Billing

NYSE Technologies
 NYSE Euronext The World Leader in Listing, Cash Equity & Derivatives.
[www.NYSE.com](#)

Moms Make \$77hr
 Single mother finds easy way to earn great money from home during r...
[news10reports.com](#)

New from Cisco Data Center 3.0
 Learn About the Next Stages in the Evolution Of Cisco's Data Center...
[www.CiscoWebSeminars.com/DataCenter](#)

Ads By Marchex

PR Toolkit powered by PR Newswire

See your news in Bizjournals & other media. How? Distribute your Release through PR Newswire. For a limited time, get a 1-Year Membership to PR Newswire FREE of charge. [FIND OUT MORE >](#)

Ads by Adblade™

Moms Make \$77hr
 Single mother finds easy way to earn great money from home during recession. Her shocking story... [Learn more](#)

Superior Gold Group
 Purchase physical gold and gold IRAs directly from the Superior Gold Group. Speak to an agent now! [Learn more](#)

[Add your link here](#)

Often card acceptance fees are debited on the 1st of the month, but most businesses receive their merchant statement between the 7th and 14th of the month. In addition, trying to read a merchant statement is virtually impossible as it is really endless pages of random numbers and industry jargon. Merchants really have to trust that they are billed correctly by their processor.

Livingstone realizes that not all credit card processors employ these tactics maliciously, but the loopholes in the credit card processing industry are too tempting to neglect.

"What exactly will sharing this list accomplish? I can guarantee that virtually every business in the country has experienced at least one of these problems at least once. Unfortunately, many owners are so upset about being lied to that publicizing these scenarios is embarrassing. Therefore, it is my obligation to bring these issues to Congress' attention on behalf of companies across America."

About IdealCost.com

Founded in 2008 in West Palm Beach, FL, [IdealCost.com's](http://www.IdealCost.com) mission 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 (877) 9-IDEAL-9.

Contact:

Robert Livingstone

President

IdealCost.com

(877) 9-IDEAL-9

robert@idealcost.com

SOURCE IdealCost.com

[← Back to Press Releases Index](#)

The information on this page is provided by PR Newswire. All rights reserved. Reproduction or redistribution of this content without prior written consent from PR Newswire is strictly prohibited. National is not responsible for this content.

Use of, or registration on, this site constitutes acceptance of our [User Agreement](#) and [Privacy Policy](#).

ONLINE: [home](#) | [business news](#) | [small business](#) | [sales & marketing](#) | [real estate](#) | [events](#) | [directory](#) | [careers](#) | [city guide](#) | [advertise](#) | [about us](#) | [rss](#)

PRINT: [subscribe](#) | [renew](#) | [advertise](#) | [book of lists](#) | [business intelligence](#) | [classifieds](#) | [view digital edition](#) | [article reprints rights](#) | [purchase single copies](#)

AFFILIATES: [Portfolio](#) | [SportsBusiness Journal](#) | [SportsBusiness Daily](#) | [Sporting News](#) | [Mass High Tech](#) | [TechFlash](#) | [Sustainable Business Oregon](#) | [ABJ Entrepreneur](#)

© 2010 [American City Business Journals](#), Inc. and its licensors. All rights reserved. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of bizjournals.