



What's Hot | Stossel Show | Money Rocks | The Willis Report | Is the World Broke? | FOXBusiness.com LIVE | TalkEnomics



- HOME
  - VIDEO
  - MARKETS
  - SMALL BUSINESS
  - PERSONAL FINANCE
  - ON AIR
  - MY MONEY
- HOME OFFICE

Home

Thursday, July 15, 2010

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

Share | [Respond to Editor](#) | Print

Comtex

WEST PALM BEACH, Fla., July 15, 2010 /PRNewswire via COMTEX/ ----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

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."

## Fox Business Video

Scott Brown and FinReg  
Jul 15, 2010

Kicking off

play

- Rubio's Plan to Stimulate Job ...
- Scott Brown Swings on Campaign...
- Tyco Back to Its Old Partying Ways?
- Former Tyco Accountant Suing F...

## Channel Finder

Watch FOX Business Network in New York  
Not in Your Area?

### Cable Providers

RCN Cable Fiber (Digital)	Channel 194
RCN Cable Fiber (Rebuild Digital)	Channel 316
RCN Cable Fiber (Rebuild Digital)	Channel 654
Time Warner Southern Manhattan	Channel 043

### Satellite Providers

DISH New York	Channel 206
DIRECTV New York	Channel 1050

## Last 5 Stocks

[Find More Stocks](#)

Ticker	Company	Price	Change
FOX50 4:04 PM	FOX 50 INDEX	798.16	-0.08
GS 3:59 PM	THE GOLDMAN S...	145.22	+6.15
MSFT 4:00 PM	MICROSOFT COR...	25.51	+0.07
GOOG 4:00 PM	GOOGLE INC.	494.02	+2.68
XOM 4:00 PM	EXXON MOBIL C...	59.26	-0.05

Powered by

About IdealCost.com

Founded in 2008 in West Palm Beach, FL, IdealCost.com's 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

Copyright (C) 2010 PR Newswire. All rights reserved

ADVERTISEMENTS

**Generation Busted**  
Never Trust Anyone Over The Age of 30  
[www.generationbusted.com](http://www.generationbusted.com)

**Mortgage Rate 3.4% APR**  
Mortgage Refinance Rates Near 50-Year Lows.  
Lower Monthly Payment Now.  
[Refinance.MortgageRateLocal.com](http://Refinance.MortgageRateLocal.com)

**3 Hot Penny Stock Alert**  
Get 3 daily penny picks set to explode, totally free  
[www.PennyInvest.com](http://www.PennyInvest.com)

[BUY A LINK HERE](#)

Scottrade \$7 trades, no share limit.

Business Tech

This Week's Top Ten Articles

This Week's Top Ten Videos

BP Aims to Raise Cash as it Struggles to Plug Well

Lawmakers to BP Chief: BP Cut Corners



iPhone 4 gets bad reviews  
Joshua Topolsky, editor in chief of Engadget.com,...



Tips for safely downloading apps  
Geoffrey Arone, founder of Safety Web, on what

to...



Kotick on Activision's future.  
Activision CEO Robert Kotick on how the

company will...

Powered by

