New Credit Card Regulations About 'Swipe Fees' Will Not Protect E-commerce Merchants, Says Merchant Rights Advocate Robert Livingstone of IdealCost.com

Published: Wednesday, 30 Jun 2010 | 8:30 AM ET Text Size

WEST PALM BEACH, Fla., June 30, 2010 /PRNewswire via COMTEX/ -- E-commerce merchants, one of the fastest-growing segments of the retail and service economy, will not be protected by new Congressional legislation, 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 provider.

"It is a tragedy that Congress is forgetting about the rights of e-commerce merchants conducting business on the Internet," said Robert Livingstone, president of IdealCost.com. "Consumers won't save any money and e-commerce merchants will wind up paying higher fees." The proposed legislation, known as the Durbin Amendment, would direct the Federal Reserve Board to issue rules to ensure that debit interchange fees are reasonable and proportional to the processing costs incurred.

However, Livingstone says this language is vague and misleading. He questions the merits of this proposal.

"What exactly will this accomplish? I don't see any numbers in place.

Additionally, who is going to pay the Fed to monitor the compliance with this program?" he said. "And why, as a small business, should I trust the Fed to have my best interests in mind? " IdealCost.com's founder also says: "This legislation has no true value and if fees are even reduced in any slight measure, we can surely expect the deficit to be made up on the credit card interchange fees or consumer interest rates.

Additionally, Australia already tried to legislate these fees and failed miserably. Let's not make the same mistake here in the United States." In effect, the e-commerce businesses won't save any money.

Instead, Livingstone proposes that Congress let the industry regulate itself. He also suggests that the industry require licensing for its sales people similar to the Real Estate and Insurance industries.

"This would ensure far more stability and accountability in the industry," he said.

MOST SHARED

- Friday Look Ahead: Jobs Report Could Divide Bears From Economists
- Toyota to Recall Cars in Japan: Transport Ministry
- Video Game Sales Have Smaller Drop in May
- Mortgage Rates Drop to Lowest Rate in 50 Years
- Australia Strikes Compromise Tax Deal With Miners
- Breaking Down Ford's Rally
- S&P Document Gives Rare Look at NY Yankees Finances
- Sen. Cantwell Will Support Financial Regulation Bill
- AgBank Shanghai IPO Draws Strategic Investors: Report
- Friday's Jobs Report Looms For Already Jittery Investors

TOP HEADLINES » Markets | Economy | Companies

Friday Jobs Report Could Divide Bears From Economists

- Australia Strikes Compromise Tax Deal With Miners
- Could Jobs Report Put Bottom In S&P?
- Why Congress Extended the Home Buyer Tax Credit
- Mortgage Rates Drop to Lowest Rate in 50 Years
- Market's Swoon Prompts Fears of Dreaded 'Death Cross'
- Video Game Sales Have Smaller Drop in May
- The Hottest Video Games of 2011
- Sen. Cantwell Will Support Financial Regulation Bill
- Treasury Gets $10.5 Billion From Citi Share Sale

LATEST FROM OUR BLOGS More

Warren Buffett's $1.6 Billion Stock Donation to Gates Foundation Lifts 5-Year Total to $8 Billion

- NYSE is Delisting Blockbuster
- Deadline for Newsweek Bids
- 10 Most Expensive Stocks: Danger Ahead?
- Spain's Secretary of State for the Economy
- July 1: Unusual Volume Leaders
- Apple Quietly Launches iAd, Raising Some Questions
- Job Search Tips For A Market Uptick
- How Much Is LeBron Really Worth to Teams?
- June Sales Show Just How Slow the Summer Could Be

Sponsored Links

Invest in Gold: Goldline®
Gold Delivered to Your Door. Free Investor Kit. Since 1960.

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.

Contact: Robert Livingstone President/Founder IdealCost.com 931 Village Blvd # 477 Suite 905 West Palm Beach, FL 33409 P: (877) 9-IDEAL-9 P: (561) 319-8349 robert@idealcost.com http://www.idealcost.com This press release was issued through eReleases(R). For more information, visit eReleases Press Release Distribution at http://www.ereleases.com.

SOURCE IdealCost.com www.prnewswire.com Copyright (C) 2010 PR Newswire. All rights reserved -0- KEYWORD: Florida INDUSTRY KEYWORD: ECM

REA

ITE SUBJECT CODE: POL

ECO

MORE

Print Email

CNBC HIGHLIGHTS

» More: Blogs | Quizzes | Slideshows | Special Reports | Video

Economic Sabotage?

Is the GOP deliberately trying to torpedo the US economy in order to help their electoral prospects in November?

No Summer Fun

Jane Wells asks both state workers and government officials on how they would fix California's severe fiscal problems.

Fund Manager Tax?

NY lawmakers are aiming to extract more money from fund managers who work in but live outside the state.

Cliff Ahead?

This Month's

Hottest Games of

Goldline.com/Gold

Hot Stock Pick - NACF
Green Energy Clean Fuels Profit From Renewable Energy.
www.NationalCleanFuels.com

Capture Your Market
Superior Execution and Clearing. Capture Your Market with MF Global
www.MFGlobal.com

Top Stock Picks for 2010
Motley Fool Stock Advisor. Guide to Investing in 2010. Free Report!
www.Fool.com/Stock_Advisor

CNBC ON DIGG

powered by digg

34 Jobs Market Barely Budges in June as Hiring Stays Weak cnbc

29 Fannie-Freddie Bailout Could Cost Taxpayers $1 Trillion

19 Caterpillar's Growth Plans - CNBC.com

18 Jobs Market Barely Budges in June as Hiring Stays Weak - CNB

17 Outlook Darkens for Economy, Obama

Without a radical change in national policy, the country is at risk of a terrible calamity, says professor Peter Morici.
- Outlook Darkens

Model

State of the art smartphones change so fast... David Pogue looks at the buzz around Motorola's latest.

2011

Here's a preview of some of the most talked-about video games scheduled to appear next year.

ADD COMMENTS

Please Sign In or Register to participate.

Please sign-in/optin or register to be able to submit comments.

Remaining characters

Preview Comment

CNBC welcomes your contribution. Please respect our community and the integrity of its participants. CNBC reserves the right to moderate and approve your comment.

© 2010 CNBC, Inc. All Rights Reserved.
A Division of NBC Universal