

[Create an account](#)

Username:

Pass:

Search:

July 2, 2010

**Powered By RealMega
Main Menu**

- [RealMega Home](#)
- [Mega News Network](#)
- [Mega Factor Home](#)
- [RealMega Pages](#)
- [Realcom.cc Home](#)
- [RealMega Content](#)
- [RealMega Site Index](#)
- [RealMega Database](#)
- [Contact Information](#)

Join RealMega

- [Free - Join RealMega](#)
- [My RealMega](#)
- [RealMega Multimedia](#)
- [Press Release](#)
- [Send Us Feedback](#)
- [Recommend Us](#)
- [Mega FAQ](#)
- [Link to RealMega](#)

Mega SellingUseful Homesellers
Information

Choose a Topic

Mega BuyingUseful Homebuyers
Information

Choose a Topic

Mega Glossaries

- [Real Estate Glossary](#)
- [Mortgage Glossary](#)
- [Construction Glossary](#)
- [Finance Glossary](#)
- [Search Glossaries](#)

Community Resources

- [Fair Housing](#)
- [Agency Relationships](#)

Mega News Network - Internet News[Back to Internet News](#)[Back to MNN Main Menu](#)Send this
page
to a friend**New Credit Card Regulations About 'Swipe Fees' Will Not Protect
E-commerce Merchants, Says Merchant Rights Advocate Robert
Livingstone of IdealCost.com****>Send Your Press Release<**

CNN, Fox, USA Today, Forbes,
CNBC, AP, LA Times, Reuters
+500,000 More

[www.MassMediaDistribution.com](#)**Home Decor Manufacturer**

Placemats, Bathmats, Storage
Boxes, Baskets, Bathroom
Accessories, Rugs

[www.versaguna.com](#)

Ads by Google

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.

*About IdealCost.com***Real Mega Interactive**

- [Buyer/Seller Multimedia](#)
- [Free Flash Web Pages](#)
- [Free Email Account](#)
- [Free Newsletters](#)
- [Virtual Cards](#)
- [Finance Course](#)
- [Shop RealMega](#)
- [Search RealMega](#)
- [Mega World Weather](#)
- [Mega Local Weather](#)
- [Real Mega Stocks](#)
- [Mega Stock Market](#)
- [Download Flash Player](#)

Free Flash Web Page

Get your free dynamic flash web page! Increase your web presence today. Hosted by RealMega and Free to all RealMega and MNN viewers!

Start Building Now!**Free Email**

Want to have your own

@realmega.com email address? [Click Here](#) to sign up for free or existing users login below.

Username:

Password:

Free Newsletters

Choose from the MegaFactor newsletter selections and receive your FREE newsletter every 2 weeks by Email.

Choose Now!**RealMega Virtual Cards**

- [Housing Worksheet](#)
- [Mortgage Calculator](#)
- [Weights and Measures](#)
- [World Time Map](#)
- [National Time Map](#)
- [Postal Abbreviations](#)

Outside Searches

- [School Search](#)
- [Government Search](#)
- [Zip Code Search](#)
- [Map Search](#)
- [Directions Search](#)
- [Language Translator](#)
- [Cinema Search](#)
- [Biography Search](#)
- [This Day in History](#)
- [Cyber Fortune Cookie](#)

Random Quote

To be conscious that you are ignorant is a great step to knowledge
 -- Benjamin Disraeli (1804 - 1881)

International Weather

Rio de Janeiro
 Brazil



Cloudy
 Temp : 68°F
 Wind : CALM at 0 mph
 Real Feel : 68°F
 Visibility : 0 mi

[5 day Forecast](#)

Select Location :
 Choose any city

Local Weather

Free Local and National Weather Reports!

Enter Your "**City, State**", **State** or **Zipcode**:

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>.

IdealCost.com

Web site: <http://www.idealcost.com/>

Copyright © 2008, PRNewswire
 Copyright © 2008, InterestAlert



Send Your Friends One Of Our Free Virtual Cards!
[Click Here](#)

Buyer / Seller MultiMedia Presentation



Buyers and Sellers we have put together this multi-media presentation for you to watch and interact with. It gives you some great tips whether or not you are buying or selling a home. [Click Here To View](#)

Survey

How Should Congress Handle Your Social Security?

- Increase
- Decrease
- Stay The Same

[Results](#)

Votes **1803**

Search Google



Mega Finance Course



101 Ways To Mega Manage Your Finances. Check out our Mega Interactive Course on how to manage your money effectively.
[Click Here Now](#)

Stock Quote



Symbol:

[View All Stock Markets](#)

[Home](#) | [Join RealMega](#) | [Community Web Pages](#) | [Contact](#)
[Advertise](#) | [Terms of Use](#) | [Privacy Statement](#)

© 1999-2002 RealMega.com. All Rights Reserved.
All other copyrights remain property of their respective owners.