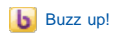


ASK AMERICA TELL US WHAT YOU THINK: Vote and comment on the big issues of 2010

Top Stories
Dems thrilled as tea party win stuns Delaware GOP
House Dems deeply divided over Obama tax cut plan
Survey: Obama retains wide approval in Europe
Have cell phones become personal tracking devices?
Gaga speaks, Reid acts on 'don't ask, don't tell'
Should health-care reform be repealed?
Dems gamble by shifting fire from Bush to Boehner
Why women prefer 'chill' guys
KFC's Colonel Sanders: More than just a fast-food icon
China millionaire convinces 100 others to donate wealth
More Top Stories >

Businesses Accepting Credit Cards Prepare for October's Rate Increase According to Merchant Rights Advocate Robert Livingstone of IdealCost.com



- Tue Sep 14, 10:00 am ET

RELATED QUOTES
^DJI 10,526.49 -17.64
^GSPC 1,121.10 0.00
^IXIC 2,289.77 0.00

In the midst of both economic hardship and government scrutiny, credit card processors are unwilling to budge and are pushing October's rate increases. Florida-based merchant consulting firm Ideal Cost is preventing or minimizing these increases for its clients.

West Palm Beach, FL (PRWEB) September 13, 2010 -- Every April and October businesses across America shudder as they read over their credit card processor's lengthy and confusing list of scheduled rate increases that merchants are due to receive beginning October 1st. Even the newly passed Congressional legislation aimed to protect merchants does not mention anything about preventing rate hikes, 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.

"Merchants who aren't our clients are subjected to an increase of up to 20% of total monthly fees," said Robert Livingstone, president of IdealCost.com. "This is hardly the economic time for merchants to be subjected to paying more fees. Most merchants can barely tolerate the fees that they currently pay."

For months Livingstone has voiced his opinion strongly over the vague recently passed interchange amendment in the financial reform overhaul.

"According to our government, this reform was supposed to be the end all of unreasonable merchant fees. Clearly, credit card processors did not blink and went ahead with October's rate increases," he said.

IdealCost.com's founder also asks: "Where is the accountability to American business owners? These credit card processors announce their rate increases on their merchant statements in tiny print. There is never an explanation of how each rate increase affects businesses in plain English. It is only printed in industry jargon, which no one outside of the merchant services industry could understand.

Effectively, non-IdealCost.com clients have no choice but to accept these rate increases.

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

sponsored links
West Palm Car Rentals: Rates From \$16
Compare Car Rentals From All Major Rental Companies At RentalCars.com. www.RENTALCARS.com/westpalm
Palm Beach FL Hotels, Up to 75% Off Get low-cost Palm Beach, FL hotel deals with our easy online search. PalmBeach.Hotel.net/Hotel-deals
Beautiful Muslim Women Create A Free Profile Today For An Ideal Partner! Small Fee To Upgrade

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
<http://www.idealcost.com>

###

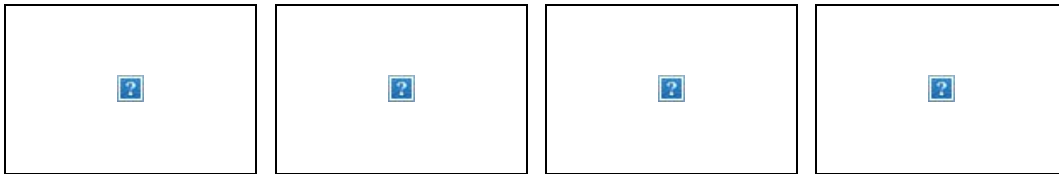
Ideal Cost
Robert Livingstone
(877) 943-3259
[E-mail Information](#)
Trackback URL:
<http://prweb.com/pingpr.php/VGhpci1FbXB0LUxvdmUtTG92ZS1TcXVhLVNdWEtWmVybW==>

Follow Yahoo! News on [Twitter](#), become a fan on [Facebook](#)

Buzz up!

Editor's Picks

[More Slideshows >](#)



[Forces threaten to shoot Kashmir protesters](#)

[Boeing tearing down historic Plant 2](#)

[Backstage at Fashion Week in New York](#)

[Photo Highlight of the Day](#)

More...

- Business Video: [Back to the Futures](#) CNBC
- Business Video: [Banking on a Recovery](#) CNBC
- Business Video: [Status Update: I'm Driving](#) CNBC

There are no comments yet

Post a Comment

[Sign in](#) to post a comment, or [Sign up](#) for a free account.

www.matrimony.org

Featured



[Learn. Listen. Be Heard](#)

Join the Web's social-media hub for the 2010 election.
[» Cast your votes](#)



[Alpha Consumer](#)

The new credit card rules: Winners and losers.
[» More from U.S. News](#)



[Watch Who Knew?:](#)

There's a new way to get the news.
[» More Who Knew? videos](#)



[Top Stories on Facebook](#)

Are you on Facebook? Join our page for top stories!
[» Join our Facebook page here](#)

Education



[Fast Facts: Online MBAs](#)
Join us as we separate online MBA facts from fiction.



[Are You A Leader?](#)
See how the right training and education can prepare you for management!

Finance

MARKET SUMMARY

Symbol	Last	Change	
Dow	10,526.49	-17.64	-0.17%
Nasdaq	2,289.77	0.00	0.00%
S&P 500	1,121.10	0.00	0.00%
10 Yr Bond(%)	2.7130%	+0.4700	
Oil	74.92	-1.88	-2.45%
Gold	1,269.20	-0.50	-0.04%

- [AK Steel says higher costs will lead to 3Q loss](#)
- [Stock futures slip as enthusiasm wanes](#)
- [Japan intervenes in currency market to weaken yen](#)

[More from Yahoo! Finance >](#)

ADVERTISEMENT

Most Viewed - Business

- [Japan's Nikkei top riser after yen intervention](#) AP
- [Gold prices touch another record high](#) AP
- [House Dems deeply divided over Obama tax cut plan](#) AP
- [Chile's trapped miners have a thousand job offers](#) AP
- [EPA told gas drilling does, does not taint water](#) AP

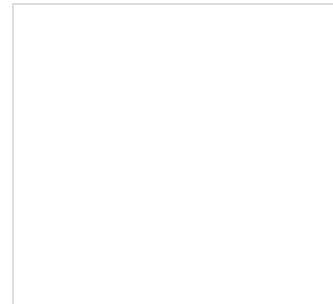
[All Most Viewed »](#)

Daily Features

[All Comics »](#)

Opinions & Editorials: [Diverse views on news from the right, left, and center.](#)

[All Opinion »](#)



Elsewhere on the Web

Time.com: [Apple's iPad: When Will the Real Competitors Show Up?](#)

NPR: [BP's Hayward To Testify To U.K. Lawmakers On Spill](#)

FOXBusiness: [5 Ways to Get/Keep Business When You Work at Home](#)

[Home](#) | [U.S.](#) | [Business](#) | [World](#) | [Entertainment](#) | [Sports](#) | [Tech](#) | [Politics](#) | [Science](#) | [Health](#) | [Travel](#) | [Most Popular](#) | [Odd News](#) | [Opinion](#)

Yahoo! News Network  [RSS](#) | [News Alerts](#) | [Weather Alerts](#) | [Site Map](#) | [Help](#) | [Feedback](#)

Copyright © 2010 Yahoo! Inc. All rights reserved. [Questions or Comments](#) | [Privacy Policy](#) | [About Our Ads](#) | [Terms of Service](#) | [Copyright/IP Policy](#)