

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

Published
Updated Sep 14, 2010 08:07AM

In the midst of both economic hardship and government

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

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

Most Popular Stories

1. In wake of \$13M payout, lawmakers eye change
2. LDS women's leader who led anti-ERA fight dies at 88
3. Jazz center Okur to be re-evaluated in October
4. Serial rapist will die in prison, parole board says
5. BYU football: Last year's loss to Florida State was disastrous for Cougars
6. Obama's Speech: Utah group criticizes schools for opt-out forms
7. Blanding and Westwater are worlds apart
8. Jordan School District superintendent to retire
9. Prison worker sues for injuries in training event
10. Utah legislators plan fact-finding field trip to Arizona

Article Tools



- » Comments (0)
- » E-mail this story
- » Printer-friendly version

Home Prices



Latest In Money

- » Shop the fair: Offbeat gadgets galore
- » Report: Utah metro areas are 'muddling along'
- » Delta scrubs Newark flight; pilot arrested
- » Utah biz leaders lobby D.C. to extend tax cuts
- » FDA questions safety, effectiveness of diet pill
- » Chrysler shows revamped models to its dealers
- » Utah patents for cement, genes and headphones
- + Show all Money

DailyDeal! The Salt Lake Tribune



\$30 worth of food at Elizabeth's **ONLY \$15!**

HOME OF THE CERTIFIED
Platinum
PRE-OWNED VEHICLES
RIVERTON
Chevrolet



Looking for
Something in
Particular?
START HERE!



stories

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 target="_blank">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 target="_blank">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

[Next Page >](#)

Copyright 2010 The Salt Lake Tribune. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.



BYU - Football
BYU football: Last year's loss to Florida State...
 11 Comments

0 comment(s)

Login

View All 0 Comments

Hide Comments



Top Jobs Salt Lake Tribune **YourUtahJob**

UTAH STATE UNIVERSITY
 Upward Bound Coordinator The Uintah Basin Regional Campus at Utah State University is seeking an Upward Bound Coordinator....

HOYT ARCHERY, INC.
 QUALITY ASSURANCE TECHNICIAN Hoyt's manufacturing facility in Salt Lake has an immediate opening for a Quality Assurance Tech...

LIFEPATH HOSPICE & FAMILY CARE
 HOME CARE / HOSPICE RN - CASE MANAGERS LifePath Hospice & Home Health Care is looking for FT/PT Experienced RN's to join our dyn...

BD MEDICAL
 "HELPING ALL PEOPLE LIVE HEALTHY LIVES" BD is a creator, manufacturer & distributor of catheters, surgical aids & antimicro...

GASTRONOMY
 Market Street Grill Cottonwood LUNCH SERVERS Salt Lake City's premier seafood restaurant has [click here to see more jobs](#)

[Palm Beach Fl Hotels, up to 75% off](#)
 Get low-cost Palm Beach, PalmBeach.Hotel.net/Hotel-deals

[Wheel and Brake Overhaul](#)
 Desser has the largest stock and selection of aircraft www.desser.com

[One Step Ahead Clothes](#)
 We carry a wide selection of One Step Ahead, www.vumawear.com

Ads by Yahoo!

- News**
 - All Local News
 - Nation + World
 - Utah
 - Politics
 - Health Care Reform
 - Justice
 - Polygamy
 - LDS News
 - Education
- Blogs**
 - All Blogs
 - The Movie Cricket
 - TV: The Village Idiot
 - Bite by Bite
 - The Chalkboard
 - Prep and College Recruiting
 - Fishing Utah
 - Fly on the Wall
- Sports**
 - All Sports
 - Prep Sports
 - Utah Jazz
 - Utah Utes
 - BYU Cougars
 - USU Aggies
 - SUU T-Birds
 - WSU Wildcats
 - College Sports
 - NASCAR
 - Real Salt Lake
 - Utah Blaze
 - Grizzlies
 - Bees
 - Winter Sports
 - Outdoors
 - Gordon Monson
 - Kurt Kragthorpe
 - Live Matchups
 - Game Odds
- Money**
 - All Money
 - Personal Finance
 - Real Estate
 - Technology
 - Tourism
 - Stocks
 - Money Blog
- Opinion**
 - All Opinion
 - Editorials
 - Commentary
 - Letters
 - Bagley Cartoons
 - TribTalk Forum
 - Submit a Letter to the Editor
- Lifestyle**
 - All Lifestyle
 - Arts
 - Faith
 - Food
 - Health
 - Home & Family
 - Outdoors
 - Travel
- Entertainment**
 - All Entertainment
 - Sundance
 - Film-Finder
 - Arts
 - Dining Out
 - Television
 - Comics
 - Puzzles & Games
- Obituaries**
 - Search Obituaries
 - Place an Obituary
- Classifieds**
 - Search Cars
 - Search Homes
 - Search Jobs
 - Search Classifieds
- Other Services**
 - Advertise Online
 - Subscribe to the Newspaper
 - Login to the Electronic Edition
 - Frequently Asked Questions
 - Submit a breaking news tip
 - E-mail the Tribune web staff
 - Contact a newsroom staff member
 - Submit Arts and Entertainment tips
 - Access the Trib Archives

