



REVNEW

POWERED BY CardX

CASE STUDY

WHAT IS ZERO COST CREDIT?

- + Traditionally, a business accepts credit cards and is charged processing fees at the end of each month. Zero Cost Credit is a Visa, MasterCard, and American Express program that shifts the processing fee cost from the merchant's responsibility to the cardholder via a surcharge placed on each sale.
- + When customers pay with a credit card, they also cover the processing fee traditionally charged to you, the business owner. Now the business keeps 100% of every credit card sale: when you sell \$100, you receive \$100. No month end interchange fees and costs.
- + At the time of the purchase, the cardholder is informed of the fee amount, and is always given the option to pay with a no-fee method.
- + Our turnkey solution adheres with all the rules and regulations, and insures you are fully compliant with the card brands.



CASE STUDY

+ **CLIENT:** Plumbing Supply Distributor

+ **INDUSTRY:** Home Improvement

+ **TIME FRAME:** Jan. 2017 – May 2019

AVERAGE MONTHLY PROCESSING TOTALS

229

AVG. TRANSACTIONS

\$594

AVG. TICKET TOTAL

\$135K

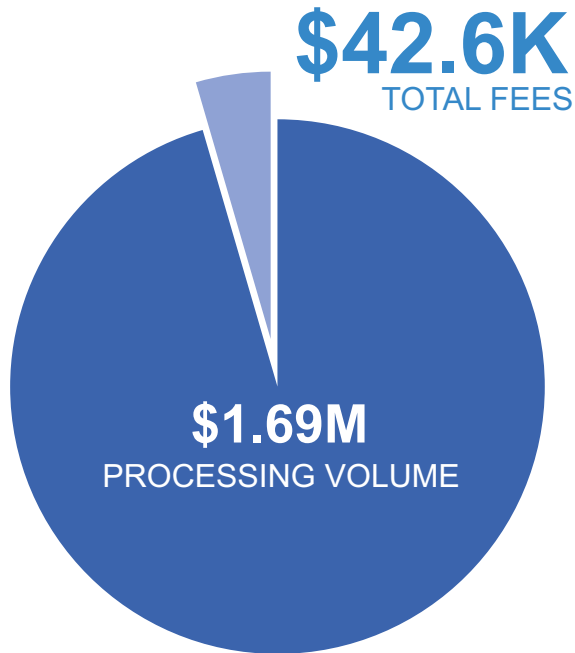
AVG. MONTHLY TOTAL



CASE STUDY

PRIOR TO REVNEW

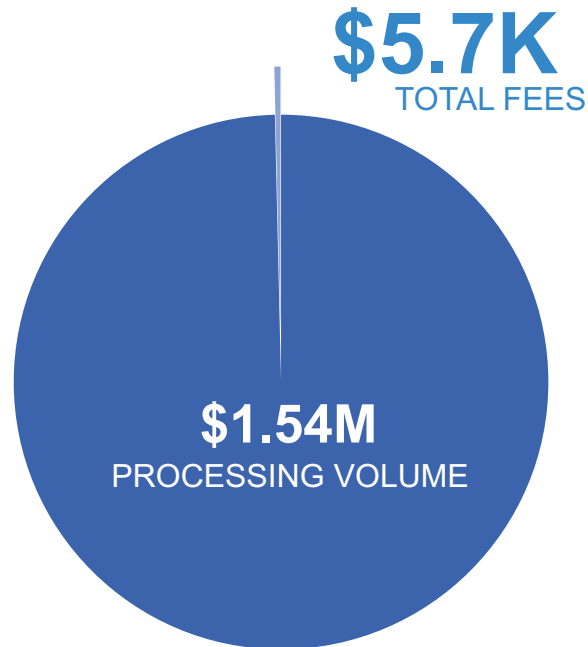
Jan 2017 - Dec 2017



2.52%
EFFECTIVE RATE

WITH REVNEW

Jun 2018 – May 2019



.37%
EFFECTIVE RATE

RESULTS

This merchant, after implementing Zero Cost Credit, has seen 9.01% of their invoicing volume shift from Credit Card payment to payment by Check or Cash.



WHAT DOES THIS MEAN FOR YOU?

Simply put...

You have \$36,900 in reduction of credit card processing costs.

That's...



\$36.9K
REDUCED EXPENSES

OR



\$36.9K
SAVINGS

OR



\$36.9K
BONUS

However you want to look at it, you now have the ability to control your processing costs, and the benefits that it provides...

- + Invest it back into your company.
- + Hire more employees.
- + Go on a vacation.

TESTIMONIAL

“Your continued dedication to helping my business grow has made you a valued partner in my success. Most notably, when you introduced me to your Zero Cost processing platform almost two years ago...

I was a little skeptical on the savings promised at first. But that was the best decision I ever made – dropped my fees by 83% and they continue to hold.”

Ray T.
Former Marine
Owner Of Store Featured In Case Study

A blue-tinted photograph of two men in business attire shaking hands in an office. The man on the left is wearing a patterned shirt and a dark vest. The man on the right is wearing a dark long-sleeved shirt. They are both smiling and looking at each other. The background shows office shelves and windows.

CLARUS

REVNEW
POWERED BY CLARUS

THANK YOU

www.clarusdc.com

Copyright © 2019 Clarus Payment Services
3 E. Diamond Ave, Gaithersburg, MD 20877
PH. 888.245.7216 | FX. 888.254.3302