



# 99.<sup>95</sup> per mo.

## Replace Processing Fees with One Flat Monthly Fee

**No Kidding! Pay one flat monthly fee to  
accept both Debit and Credit cards.**

- Offer payment options with the TruePay Dual Pricing program
- Truly the Best Way to Accept Payments for Your Business
- Compliant with Visa and Mastercard Regulations and Legal in all 50 States
- Concierge Support based in the USA
- Habla Espanol



### **TruePay** Dual Pricing Program

- One Flat Monthly Rate
- Month to Month Billing
- Best Savings

# 99.95

TruePay Terminal Included  
Lifetime TrueCare Coverage Plan  
PCI Compliance compatible

### **TruePay** Membership Program

- Month to Month Billing
- Low Price Guarantee

# 99.95

TruePay terminal included  
Lifetime TrueCare Coverage Plan  
PCI Compliance compatible



Talk with an Advisor Today  
**888-792-0284**

## **Payment Excellence, The True Way**

TruePay LLC. | 888-792-0284 | [www.goTruePay.com](http://www.goTruePay.com)

## TruePay | Dual Pricing & How It Works





## TruePay | Getting Started in 2 Easy Steps

### Step One

Post Signage in a Visible Area By the Front Entrance & the Register



### Step Two

Setup Your Payment Equipment and Begin Taking Payments





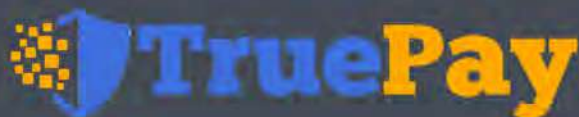
## TruePay | Guarantee



60% of ALL new credit card processing accounts are on a Dual Pricing Program

## 100% Satisfaction Guaranteed

If for any reason you are not 100% satisfied with the Dual Pricing Program, we Guarantee to switch you to our [TruePay Membership Program](#)



**Truly Good Business Services**

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Lower Processing Fees with a  
Monthly Membership Fee

**99<sup>.95</sup>**  
per mo.



- Two Programs to Choose from, Dual Pricing or Membership
- Truly the Lowest Rates Available for Accepting Payments for Your Business
- EMV Compliant Terminal and POS Options Available

	<b>49.95</b>	<b>99.95</b>
<b>TruePay Membership Program</b>	.10% Markup +Interchange \$0.10 Per Trans	.10% Markup +Interchange \$0.10 Per Trans
<b>Dual Pricing</b>	<b>Zero</b>	<b>Zero</b>
Mobile Gateway	✓	✓
Rate Protection	✓	✓
No Cancellation Fee	✓	✓
24/7 White Glove Support	✓	✓



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**Truly Good Business Services**

## Comparison | Dual Pricing vs. Traditional Card Processing

	Traditional Processing	Dual Pricing
Total Monthly Revenue	\$57,985.78	\$57,985.78
Total Monthly Fees	\$1607.63	\$99.95
Total Cost Per Year	\$19291.56	\$1,199.40
Total Yearly Savings:		\$18,092.16

\*Annual Savings Based on Average. 2.6% + 0.10 Processing Fees Per Transaction.





## TruePay Payment Terminal

### GPRS

- Valor 110
- Valor 500



### WiFi/Ethernet

- Valor 100
- Dejavoo QD4



### Online

- Swipe Simple
- Valor Paytech
- Authorize.net
- EPN

### TruePay Terminal

The terminal comes preprogrammed with the TruePay software

### Connect With WIFI

Self discovering allows you to easily connect to your WIFI router

### Connect On The Go

The Mobile Version is GPRS Capable

### 24/7 Support

You don't have a 9-5 business, that's why we offer 24/7 customer support

### Tap To Pay Ready

Wow your customers with payments via Apple Pay, Google Wallet, etc.

### EMV & NFC Compliant

EMV and NFC Contactless built in

## TruePay POS System



- Mobile Bytes
- Paradise POS
- Clover POS
- And Many More



**Don't worry about POS install, TruePay has you covered!**

- Ask about possible POS integrations
- Schedule a demo today!
- Ask how your business can qualify for a free POS





## TruePay is Good For Everyone

### Explaining the Dual Pricing Program

#### It's Alright to offer Dual Pricing

- There are hundreds of thousands of merchants who are currently participating in this program
- Consumers have become accustomed to paying for convenience
- Most card users are unaware that you are paying their card reward fees for them
- The money you save can be reinvested back into growing your business
- People want to help you grow your business because it helps the community

#### Consumers Already Pay for Convenience

- Cash is the only currency, people pay a fee to get cash from an ATM
- Mobile Phone companies charge to accept payments
- Local municipalities and utility companies charge to accept card payments
- People frequently use food delivery services such as; Uber Eats & GrubHub
- Banks charge for cashing checks and other services

#### What Should I Tell My Customers

- Explain how the rising costs of accepting cards is hurting your business
- Highlight the benefits, you are now able to reinvest that money into growth
- You are not penalizing your customer, if they want to pay in cash they are rewarded
- Offer a rewards program or customer appreciation events
- You are investing in the growth of the community through commerce



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