



\$0^{.00}
per mo.

**With Dual Pricing,
Enjoy No Processing Fees**

No Kidding! Pay no monthly processing fees 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

- No Monthly Processing Fees
- Month to Month Billing
- Best Savings

Zero

TruePay Terminal Included
Lifetime TrueCare Coverage Plan
PCI Compliance compatible

TruePay Membership Program

- Month to Month Billing
- Low Price Guarantee

49.95

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

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



CUSTOMER NOTICE

We offer both a Card and Cash price for all goods & services.



Step Two

Setup Your Payment Equipment and Begin Taking Payments



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Truly Good Business Services



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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- 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

TruePay Membership Program	.10% Markup +Interchange \$0.10 Per Trans \$49.95/mo
Dual Pricing	\$0.00
Month To Month Agreement	✓
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	\$0.00
Total Cost Per Year	\$19291.56	\$0.00
Total Yearly Savings:		\$19,291.56

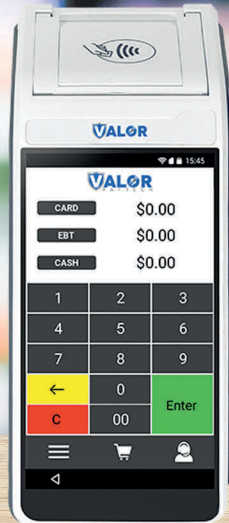
*Annual Savings Based on Average. 2.6% + 0.10 Processing Fees Per Transaction.



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
- TallySoft POS
- Clover POS
*Auth.net/QuickBooks & Xero Integration
- 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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