MIDPAY

FREE GUIDE · FOR BUSINESS OWNERS

The Merchant Statement Decoder

The 10-minute method to read your processing statement the way a payments insider does — find your TRUE effective rate, spot the four fee-padding tricks, and know exactly what to say to get fees removed.

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PART 1

The only number that matters: your effective rate

Processors quote you "rates" — qualified, mid-qualified, tiered, interchange-plus. It's deliberate fog. Cut through all of it with one division:

Total fees on last month's statement (every line, every surcharge)	**$ A**
Total card volume processed	**$ B**
Your TRUE effective rate	**A ÷ B × 100**

Benchmarks: card-present retail should land near **2.0–2.5% all-in**; debit-heavy businesses lower still. Above 3%? You're funding someone's boat.

The four fee-padding tricks to hunt for

- **Tiered downgrades:** "qualified" rates advertised, but most transactions mysteriously land in expensive "non-qualified" tiers.
- **Invented surcharges:** "regulatory compliance fee," "statement fee," "batch fee" — vendor-invented, official-sounding, negotiable.
- **PCI non-compliance billing:** charged monthly for not completing a questionnaire nobody told you about.
- **Auto-renew rate creep:** contracts that re-up silently with a "scheduled adjustment" each year.

PART 2

02

The 10-minute audit + the phone script

The audit checklist

- ☐ Run the effective-rate division above on your last full statement.
- ☐ Highlight every fee that is NOT interchange or a card-brand fee — that's the negotiable layer.
- ☐ Find your contract end date and early-termination fee (search the PDF for "term").
- ☐ Check if you're billed for PCI non-compliance — fixing it is usually a 20-minute questionnaire.
- ☐ Compare your equipment line: renting a terminal long-term usually costs 3–5× buying it.

The script that gets fees removed

Call your processor: "*My effective rate is X%. I have a quote at 2.0% all-in with free equipment. I'd rather not switch — what can you remove today?*" Whatever they cut proves the padding was always optional. Get it in writing.

> **The bigger question:** if one phone call can cut your bill, what was the relationship costing you while you weren't looking? Transparent pricing means never having to make that call.

WANT US TO RUN THE AUDIT FOR YOU?

Send the statement. We mark up every fee — free.

MidPay does a line-by-line comparison against transparent pricing: 1.49% debit, free terminal options, gift cards, tipping, crypto and split-purchase financing on one account — and one statement you can actually read.

🔍 Free statement review

2-minute application — we show the exact monthly difference.

midpay.me/apply

🖥️ Free terminal

1st free for everyone; 2nd & 3rd free at $10K/mo processing.

midpay.me/free-terminal

🎁 Gift cards & loyalty

Live since 2019 — sell gift cards and reward repeat customers.

midpay.me/gift-cards

💳 All pricing programs

Dual, flat, zero-fee and custom — pick what fits.

midpay.me/pricing

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