

Unlocking the Secrets of Processing; How to Lower Overhead & Increase Profit

PRESENTED BY

GOLFPROPAYMENTS



Golf Pro Payments Background

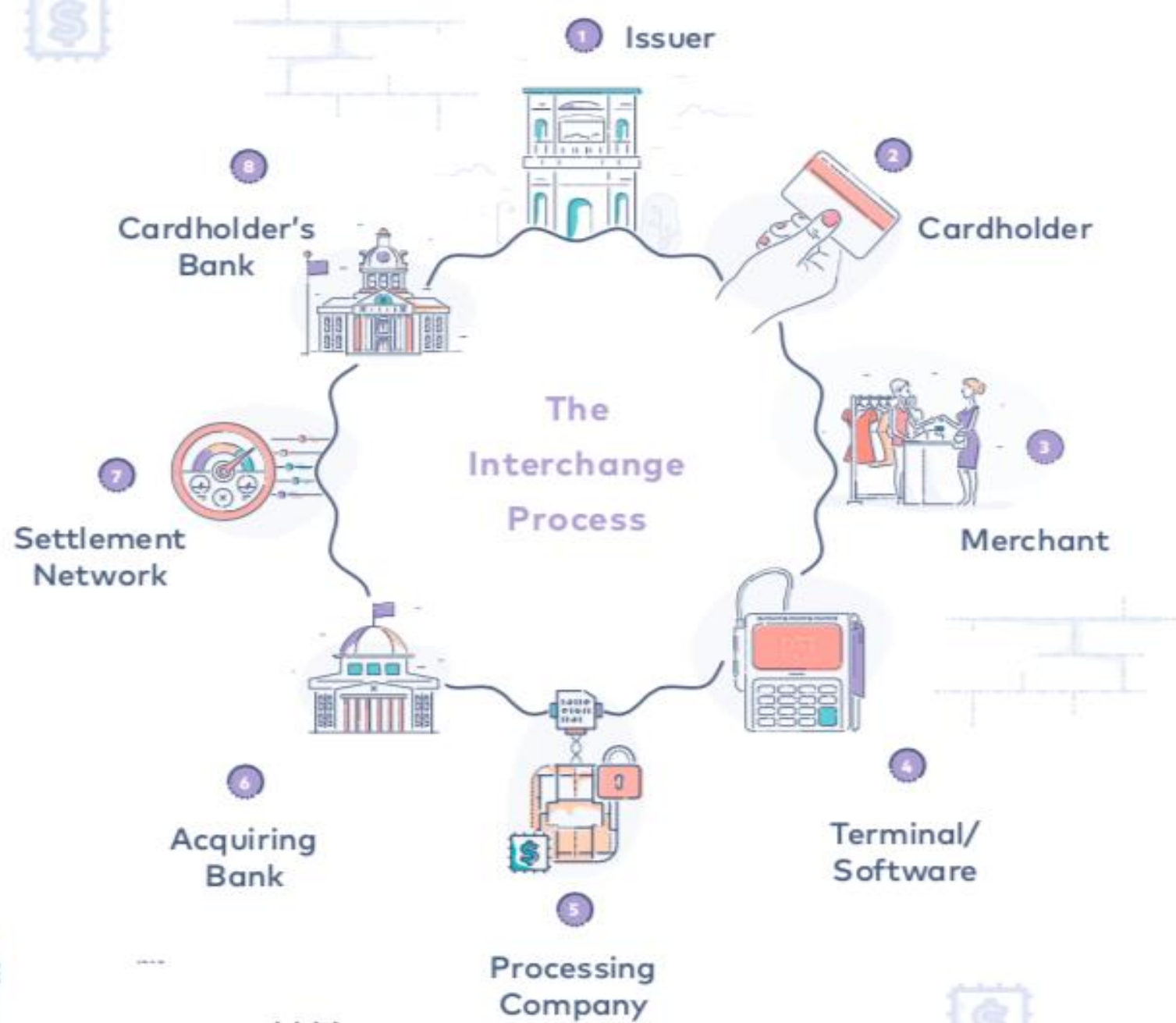
- Andrew Reeves, President & Co-Founder
- Launched from a 25-year partnership with Yamaha
- Vision “Members Helping Members”
- Mission “To Educate Course Managers And Golf Retailers How To Lower Processing Expenses”

Visa & MasterCard Background

- Trade Association Just Like The PGA
- Member Banks Choose To Issue Or Acquire Credit Cards
- Acquiring Banks Set Interchange & Assessments – 100+ Distinct Rates
- 1000's Of ISO's (Independent Service Organizations) Resell Bankcard Processing

Credit Card Transaction Flow

- Card Is Processed Through A Terminal, Software Or Website
- Data Routes Through A Visa/MasterCard Certified Gateway
- Issuing Bank Approves Transaction And Funds Course/Golf Retailer In A Nightly Batch
- Issuing Bank Places Charge On Customers Account



Questions

Common Questions And & Industry Myths

- Can I Look At A Credit Card And Tell How Much It Will Cost Me To Accept It?
- Why Are My Food And Beverage Rates Different Than My Pro Shop?
- Why Does Every Course And Golf Retailer Pay Different Rates?
- I Am Required To Process Through My Bank, Because I Have A Loan With Them.
- I Am Required To Use A Certain Processor Due To My Club's Software.
- What Must Happen To Switch My Processing?
- If I Manually Enter A Credit Card Through My Computer Keyboard Is It Secure?

Which would you rather?



Credit Card Rates

- Base Rates Are Set Based On Risk of Chargeback
 - SIC Code
 - Origin Of Transaction i.e. Terminal, WEB, Keyed, Swiped

- Base Rates Are Set Based On Type Of Card
 - Rewards
 - Business VS. Consumer
 - Debit/Credit

- Add this to all the 100's of rep's who are resellers

Questions

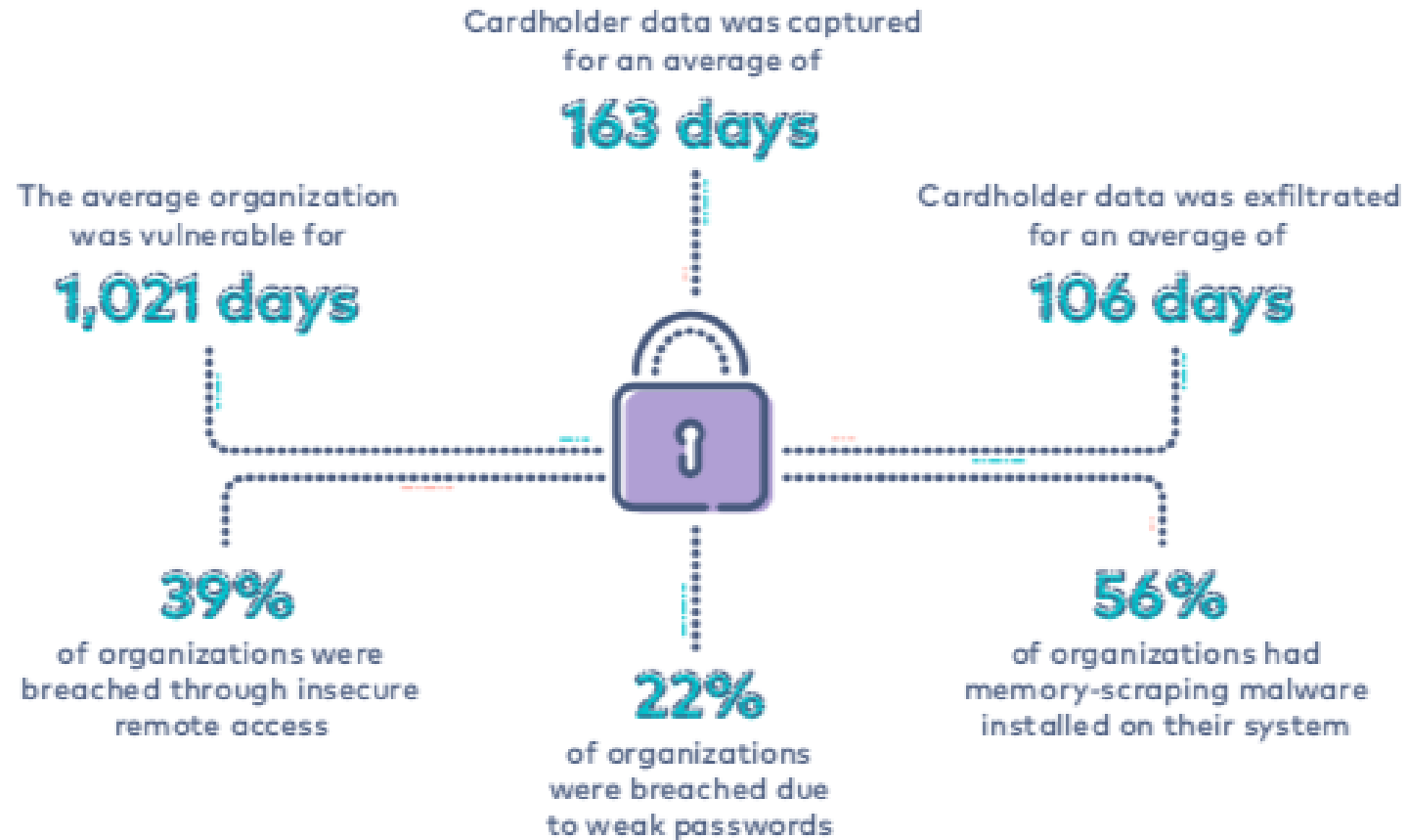
Software Compatibility

- Software Companies Integrate To Multiple Gateway's
 - Elavon
 - TriPos – First Data
 - Global
 - BluePay – First Data
 - Shift4 – First Data
- Gateway's Integrate With Multiple Processor's
 - ETS (Elavon)
 - Fiserv (First Data)
 - Paymentech
 - WorldPay
 - TYSYS

Software PCI Compliance

- Credit Card Hacking And Fraud Is The Largest Theft In Financial Services
 - PCI Stands For “Payment Card Industry Data Security Standard”
 - All Software Companies Are Required To Be PCI Certified To A PCI Certified Gateway
 - All Businesses Who Accept Credit Cards Must Certify That They Are Out Of Scope Of PCI
 - Visa & MasterCard Can Assess Fines Of \$1,500 Per Transaction To Businesses For Being In Scope

Security Statistics



EMV Security

- EMV (EuroPay MasterCard Visa)
 - Why are banks switching to issuing EMV enabled cards?
- Point to Point Encryption (P2PE)
- Tokenization

Questions

Keys to your Statement

SUMMARY

An overview of account activity for the statement period.

Page	1	Total Amount Submitted	\$52,082.46
Page	2	Chargebacks/Reversals	0.00
Page	2	Adjustments	0.00
Page	2	Fees	-\$1,001.54
Total Amount Processed			\$51,080.92

Interchange Plus

VISA		
VI-BUSINESS CARD TR3 LEVEL 2	Interchange charges	-\$18.45
VI-CPS/RETAIL ALL OTHER (DB)	Interchange charges	-\$3.56
VI-CPS/REWARDS 2	Interchange charges	-\$0.50
VI-CPS/REWARDS 1	Interchange charges	-\$16.49
VI-BUSINESS CARD TR1 LEVEL 2	Interchange charges	-\$5.05
VI-CPS/RETAIL KEY ENTERED(DB)	Interchange charges	-\$2.29
VI-US REGULATED (DB)	Interchange charges	-\$1.71
VISA ASSESSMENT FEE DB .0013 TIMES \$3018.89	Interchange charges	-\$3.92
VISA ASSESSMENT FEE CR .0014 TIMES \$4558.5	Interchange charges	-\$6.38
VI- US HNW CONSUMER RTL	Interchange charges	-\$3.48
VI-REG CONSUMER MQ (DB)	Interchange charges	-\$0.50
VI-CPS/RETAIL ALL OTHER (PP)	Interchange charges	-\$13.81
VI-SIGNATURE PREFERRED RETAIL	Interchange charges	-\$48.53
VISA SALES DISCOUNT .0032 DISC RATE TIMES \$4558.5	Service charges	-\$14.59
VISA DEBIT SALES DISCOUNT .0032 DISC RATE TIMES \$3018.89	Service charges	-\$9.66
VISA AUTH FEE 32 TRANSACTIONS AT .1	Fees	-\$3.20
VI NTKW ACQ PROC FEE US CR 18 TRANSACTIONS AT .0195	Fees	-\$0.35
VI NTKW ACQ PROC FEE US DB/PP 14 TRANSACTIONS AT .0155	Fees	-\$0.22

FINANCIAL

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VISA

VISA ASSESSMENT FEE CR .0014 TIMES \$6795.7	Interchange charges	-\$9.51
VISA ASSESSMENT FEE DB .0013 TIMES \$21696.4	Interchange charges	-\$28.21
VISA NON-QUAL SALES DISCOUNT .033 DISC RATE TIMES \$3193.7	Service charges	-\$105.39
VISA DEBIT SALES DISCOUNT .0135 DISC RATE TIMES \$16927	Service charges	-\$228.51
VISA MID-QUAL SALES DISCOUNT .0165 DISC RATE TIMES \$3602	Service charges	-\$59.43
VI DEBIT MID-QUAL SALES DISC .0165 DISC RATE TIMES \$2685.8	Service charges	-\$44.32
VI DEBIT NON-QUAL SALES DISC .033 DISC RATE TIMES \$2083.6	Service charges	-\$68.76
VISA AUTH FEE 91 TRANSACTIONS AT .15	Fees	-\$13.65
VI NTWK ACQ PROC FEE US DB/PP 67 TRANSACTIONS AT .0155	Fees	-\$1.04
VI NTWK ACQ PROC FEE US CR 23 TRANSACTIONS AT .0195	Fees	-\$0.45

Questions?

THANK YOU FOR ATTENDING THIS PRESENTATION