

EVALUATION FORM

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YEARS IN BUSINESS

- The longer a company has been around the better — this gives you the ability to get some history about the company.

PROCESSOR OR ISO

- It is important to know if you are dealing with a middleman (ISO) or if you are dealing with a processor. There are only a handful of processors and everyone else buys from them and sells the services at a markup. Additionally, it is easier to resolve issues if you are dealing with a processor.

BBB RATING

- This is important in vetting a company. Keep in mind the larger the company the more likely it is that they will have complaints. This is only one piece of the vetting process and your entire decision shouldn't be made on this factor.

SALES REP CONTACT INFORMATION

- It is important to know that your sales rep is knowledgeable and has been in the business and with their company for some time. Their knowledge can not only make conversions easier, but also the longevity with the company could directly affect your ability to resolve any issues that may arise.

INTERCHANGE MARKUP

Visa® / Mastercard® / Discover® — Basis Points

This is the percentage markup charged on all of these transactions. Example: 0.1% may also be referred to as 10 basis points. Therefore on \$100,000 in processing, that would equate to \$100.

Visa® / Mastercard® / Discover® — Transaction Fee

This is the per-transaction amount charged on all cards that you swipe.

American Express® — Basis Points

This is the percentage markup that will be charged on all American Express transactions.

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INTERCHANGE MARKUP — CONTINUED

American Express® — Transaction Fee

This is the per-transaction amount charged on all American Express swipes.

PIN Debit — Basis Points

This is the percentage charged on PIN debit sales, where the customer enters their PIN number into the machine.

PIN Debit — Transaction Fee

This is the per-transaction amount billed on all PIN debit transactions.

SETUP FEES

Application Fee

Fee charged to process your application. **Should be \$0.**

Reprogramming Fee

Fee to reprogram an existing terminal. **Should be \$0.**

Setup Fee

Fee charged to set up your account. **Should be \$0.**

Other Setup Fees

Any other fees charged to set up your account. **Should be \$0.**

MONTHLY FEES

Monthly Statement Fee

Monthly fee to send you a paper statement.

Monthly PCI Fee

A fee for PCI compliance. Some companies may charge this annually instead.

Monthly Service Charge

A miscellaneous charge to maintain your account.

Other Monthly Fees

Any other monthly fees not disclosed elsewhere.

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INCIDENTAL FEES

Batch Fee

Fee charged each time you transmit a batch, usually at the end of the business day.

Retrieval Fee

Fee charged to retrieve a transaction record for the merchant.

AVS Fee

Fee charged each time you verify a cardholder's address. Very common for online transactions or gas stations with fuel dispensers.

Chargeback Fee

Fee charged to process a customer dispute.

Voice Authorization Fee

Fee charged when you verify a transaction by calling the payment company directly.

ACH Reject Fee

Similar to an NSF fee — charged if the payment company tries to draft your account and the transaction is rejected.

EQUIPMENT

Equipment Purchase / Lease Amount

Purchasing is always preferred. With leases, confirm the term (36 or 48 months) and research the equipment's actual market value online before agreeing to any lease.

Equipment Type

The make and model of the terminal or POS equipment being provided.

Monthly Equipment Fees (SaaS)

Any additional monthly fee outside of processing costs that is related to equipment or software.

Annual Equipment Fees

These are typically unnecessary fees charged annually for equipment. Question and push back on these.

⚠ Never Lease a Terminal

Most leases cannot be cancelled — you may be stuck paying even if you close your business. Equipment worth

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AGREEMENT TERMS

Early Termination Fee

This is the fee charged if you cancel your agreement. You should **never** agree to any termination fee — unless you are receiving upfront funds to cover conversion costs from your existing processor or POS company, in which case the amount should match those costs exactly.

Contract Term

This is the length of the agreement. If you have a \$0 cancellation or early termination fee, the contract term matters much less — you can always walk away.

Are My Rates Guaranteed?

If your rates are subject to increase outside of direct interchange, you are not receiving a real deal. This is the first sign of a teaser rate or bait-and-switch program.

How Long Are My Rates Guaranteed?

You want rates guaranteed for life. If not, the payment company can quickly change them after you sign — a classic "bait and switch" tactic.

🔑 Key Takeaway — What to Look For in Every Processor

Your processor should be **honest** (all terms upfront, no hidden fees), **transparent** (interchange-plus pricing so you see exactly what they earn), and offer **no lock-in** (zero cancellation fees — if their service is good, they don't need to trap you).

Not sure about the deal you're being offered? Inspivo will review your payment company's agreement and terms for a small fee of \$25. Reach us at support@inspivo.com or visit inspivo.com for a free instant quote.