

Read the Fine Print on Early Termination Fees



It could save your merchants thousands of dollars.
It could save *your* reputation.



Practically every service contract – for cell phones, cable TV or Internet – has a provision for early termination fees.

So does credit card processing services. Typically, early termination results in a flat-rate fee for the merchant. Before referring merchants to any processing company, it's wise to look closely at the processor's early termination section of their Merchant Processing Agreement.

BEWARE OF HIDDEN FEES

Other processors have deviated from the flat-rate early termination fees found in most processing agreements. Their termination fees are either the flat fee – say, \$400 per location – or the amount of the missed processing fees after the contract is cancelled, **whichever is higher**.

HERE'S A REAL WORLD EXAMPLE OF WHAT THIS MEANS:



Let's say a merchant signs a three-year agreement. After six months, the merchant's average fees are \$200. Then the merchant cancels the agreement. The merchant is now responsible for an early termination fee, whichever is the higher of these two numbers: **(1)** \$595 per location, **(OR 2)** since the merchant has 30 months remaining on the initial contract, and they averaged \$200 in fees per month, the early termination fee would be \$6,000.

NO HIDDEN SURPRISES IN OUR CONTRACT

Sterling values its POS reseller partners and our goal is to increase your profits and growth. That means treating your merchants with care, respect and honesty. **There are no hidden fees in our processing agreement, no costly surprises for you and your merchant.**

IMAGINE THE SURPRISE YOUR MERCHANT WILL HAVE

WHEN THEY'RE HIT WITH A TERMINATION FEE THIS HIGH – AND THE PHONE CALL YOU WILL RECEIVE WHEN THEY GET THE NEWS.

THINK OF THE DAMAGE TO YOUR REPUTATION

AND THE REFERRALS YOU GET – AND THE COMMENTS YOU'LL RECEIVE ONLINE AND IN SOCIAL MEDIA. NEGATIVE REVIEWS AND COMMENTS BY MERCHANTS ON WEBSITES LIKE RIPOFF REPORT OR YELP ARE PERMANENT AND CAN DO SIGNIFICANT DAMAGE TO YOUR COMPANY'S REPUTATION.

FOR MORE INFORMATION, CONTACT
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