The True Cost of Credit Cards - Understanding Your Quoted Rate

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While the convenience of accepting credit cards empowers your organization to offer customers easy and flexible ways to pay, understanding the true cost of processing credit cards can be anything *but* easy! Some payment processors use the complexity of credit card costs to confuse merchants, so they believe their fees will be much lower than what they will actually incur. A quick search on the internet will produce many articles that discuss credit card processing rates.

When you use one of our ePayment partners, you are provided with 100% Rate Transparency Guarantee pricing that demonstrates what is called your effective rate.

Example

Vendors often approach people with what is implied to be a 'better rate' when it is actually unclear what rate they are really quoting. *"I was approached by XYZ Company and they offered me a rate of 1.8%."*

Read on to see why that rate is impossible and how you are not getting the full story.

Expand/Collapse All

Expand these sections below to read more about credit card rates.

- 🔽 Effective Rate

- 🔽 Interchange Fees Explained

- 🔽 Factors That Impact Rates

- 🔽 Processing Fees are Not Negotiable

- 🔽 Look at the Whole Picture

- 🔽 Pricing Models: Flat Rate vs Tiered Rate

- 🔽 Compare Square's Pricing

- 🔽 Jackrabbit's 100% Transparency Pricing

Decide the Best Solution for Your Business

If you want to discuss using ePayments in Jackrabbit reach out to us. We are here to help you understand the advantages, and maximize your use of the software. **Feel free to book a call here!**