

Three things every business should know about Payments

1 Most will benefit from accepting credit cards ^{even if it's not ours}

- **Make more money:** Consumers spend 2x more when using a card than cash. (\$51 vs \$24. 2013 Strawhacker Group) 52% of small businesses claim accepting credit cards makes them \$500+ a month in revenue. (2011 Intuit Small Business Survey)
- **Get paid faster:** 74% small business owners say accepting credit cards helps them avoid non-payment/bad debt. (2011 Intuit Small Business Survey)
- **Improve cash flow:** Last year, 45% of 1,000 small businesses owners cited "not getting paid on time by clients and customers" as the biggest challenge they faced when managing cash flow. (Bank of America, Wall Street Journal, Feb 2013 quote)

2 Processing credit cards in QuickBooks gives even MORE benefits

- **Save time, save sanity:** 78% of QuickBooks Merchant Service users have saved an average of 6.9 bookkeeping hours per month with automatic integration & reconciliation. That's about 82 hours a year or 2 work weeks a year! (Based on an 8 hour work day. 2012 QuickBooks Payments User Study)
- **Reduce errors:** 75.5% of QuickBooks Merchant Service users say automatic integration and reconciliation of payments in QuickBooks reduces errors caused by manual double entry of transactions. (2012 QuickBooks Payments User Survey)
- **A better experience:** 71.5% of QuickBooks Merchant Service users that switched from another provider say they are more satisfied than they were with their previous processing method. (2012 Payments User Survey)

3 What you might think

I don't want to pay a monthly service fee.	Our average customers save up to 6 hours per month in time savings from having a built-in payment solution. Based on a \$20/hr salary, that would be \$120 a month. Save time and money by having an integrated solution.
My existing merchant service already integrates.	No other provider integrates the same way as QuickBooks. Our payment service is truly built into the QuickBooks workflow. Other providers enable you to download batched transaction info back into QuickBooks, but manual match-back and reconciliation is still required.
I can get lower rates elsewhere.	Intuit has competitive pricing. It's possible you may find another provider that charges 1.59% vs 1.69%, for example. But for a \$100 transaction, that's only 10 cents difference. Integration can save you up to six hours a month in time savings. In addition, we know pricing can be hard to understand. Call us or visit http://payments.intuit.com and we can make sure you're getting the best price.

WHAT DOES INTEGRATION MEAN?

