Lincoln
APPLIANCE SERVICE CENTRE INC.
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Transforming Our Payment Processing and Savings Beyond Expectations

As a business rooted in the community, Lincoln Appliance Centre values the recommendations of our peers. When a fellow local business referred us to FeeAdvocates/Clearly Financial, we were cautiously optimistic, expecting a modest improvement—our initial estimate suggested just over 10% in fee savings.

However, FeeAdvocates/Clearly Financial exceeded every expectation. Rather than settling for surface-level changes, their team conducted a thorough assessment of our payment processes—analyzing not only how we accepted payments, but also when and where transactions occurred. Because a significant portion of our payments are completed remotely, their expertise proved invaluable. FeeAdvocates/Clearly Financial introduced a seamless system that enabled us to accept payments remotely using pinpads connected to cell phones, transforming both the security and efficiency of our transactions.

The results have been remarkable. Our new setup made each transaction more secure and, importantly, delivered substantial cost savings. By increasing the number of card-present transactions, we benefited from considerably lower interchange fees. Even more impressively, we gained the ability to accept Interac payments at a fraction of the cost—just $0.05 to $0.085 per transaction, compared to the 2% to 3% fees typical for credit cards.

What sets FeeAdvocates/Clearly Financial apart is their commitment to working with our existing payment processor, expertly negotiating on our behalf to achieve the very best terms. Thanks to their dedicated approach, we now enjoy a payment processing system that is both secure and cost-effective—delivering savings that far exceeded our original expectations.

We are grateful for the referral that led us to FeeAdvocates/Clearly Financial and highly recommend their services to any business seeking to improve their payment systems and reduce costs.

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Lincoln Appliance Service Centre