

## 3 REASONS YOU SHOULD LOOK AT YOUR PRACTICE'S CREDIT CARD PROCESSING OPTIONS TODAY

- 1.** The average dental office takes 64.4% more in card payments than they did 10 years ago. This significant overhead item should not be overlooked as you endeavor to bolster your practice in the wake of Covid-19.
  - People like their rewards points and your practice pays for those rewards! Any part of your business that grows 64% needs to be re-evaluated to make sure that it's still meeting the needs of your bottom line.
- 2.** Processors can (and frequently do) raise their costs above what is on your contract.
  - The past two years have seen a flurry of mergers & acquisitions in the industry; if your credit card processor's name has changed, you need to check your rates.
  - A great deal that you were promised years ago is frequently very expensive now even without mergers. Due to frequent rate increases and confusing pricing schemes by many processing companies, Best Card saves the average dental practice 24% or \$3,256 annually on their processing fees.
- 3.** There are a lot of options to streamline your payment setup and make it as easy as possible for your patient to pay you for your services... and you don't have to pay an arm and a leg for it.
  - Our goal is to get you the **right** processing setup. Whether you want...
    - a simple, low-cost, secure standalone terminal,
    - a sleek tablet-based point-of-sale system,
    - or an all-in-one system that allows for payments on your office computers, lets you run automatic recurring payment plans, lets you accept payments on your website, and will automatically post payments to your dental software.

As an MDA-member, you receive exclusive rates and \$100 discount on any card processing equipment. If no equipment is needed (we can often re-download the terminal you own), sign up by June 30<sup>th</sup> and we will send you a \$100 Amazon gift card.

Give Best Card a call at 877-739-3952 to see what they can save your practice. Better yet, if you have a recent statement, email it to [CompareRates@BestCardTeam.com](mailto:CompareRates@BestCardTeam.com) or fax it to (866) 717-7247 and they'll send you a detailed, no-obligation savings cost comparison and a \$5 Amazon gift card!

Best Card is endorsed by more than half the state dental associations (or their affiliates) because they offer consistently low pricing, excellent customer service, and integrity among credit card processors who rarely do.

