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In these tough times, TEL's controller has cut many expenses. Every expense was evaluated – lights were turned off, heat turned down, inventory ordered in scheduled shipments, new credit card processor signed up, insurance changed, and employee expenses cut. TEL had to be smarter with its money. One change, in particular, opened our eyes.

Credit card orders went through our local bank, and our analyses led us to other credit card processors. Almost 100% of our transactions are via phone or internet, so we never actually see cards or faces. It turns out TEL saved quite a bit on processing fees – one more step in good and tight management. About six months after the switch, we got notice of a rate increase – with no mention then of the new rate, but subsequently the rate would have been higher than previous processing through our local bank. Our Controller looked some more, and our rates were then compared to a new processor, iTransact - and they guaranteed us \$1,000 if our rates did not go down – and no increases!

It just sounded too good to be true, with iTransact's \$1,000 guarantee to beat current overall costs! But iTransact sent TEL a SureSave Analysis (SSA) and there it was in writing – from a top processor that handled over a billion dollars in transactions last year! Everything was clear and in writing: our then current rates and fees (and without details) and iTransact rates and fees in great detail (educational)! Our phone/internet processing fell under a higher “non-qualified” rate, due to higher risks of fraud without the card holder present – a new idea.

iTransact's SSA showed the exact fees - open and honest and with that guarantee, to boot! We joined up at the interchange rate for all processing due to our experience, much lower than the high risk rate – and clearly lower than our former processor's top rate (not our rate)!

TEL saves well over \$200 a month - over \$2,400 a year or \$24,000 in 10 years!! Many motels, businesses, restaurants, etc., handle many more transactions than TEL – old-fashioned checks are still TEL's norm! Several motels we know are expecting to save \$2,000 and more a month – that's \$240,000 in 10 years!! That's REALLY saving money and with top service, too!

In this day and age, saving money is crucial – and iTransact provides the security, service, and lowest rates for anyone's credit card processing needs.

TEL recommends iTransact to any business that accepts and processes credit cards. Check out our website [www.tel-electronics.com/itransact](http://www.tel-electronics.com/itransact) and sign up for your own “SSA”!

John Gunter Sr.  
President, *TEL electronics, inc.*