



payment processing made easy

# WHO WE ARE

TRU is an independent consulting firm focused on the payment processing industry. We are not a payment processor nor do we represent any one processor. We represent and work on the side of each of your business supporters and place them with the best solution for the payment processing services they need. We negotiate on their behalf, with the largest and most reputable processors, to ensure the lowest rate in the industry.

Independent and flexible allowing us to cater to the needs of each client individually

Represent the business, not the processor

Never a cost to businesses for our services

Simple and efficient

# BUSINESS BENEFITS

## Guaranteed savings

We don't quote savings we prove them month after month

Review statement of any month with member client to ensure savings

## Transparency

Educate businesses on how the payment processing industry actually works

Ensure businesses have complete understanding how the rates we negotiated are saving them money

Line-by-line walk-through of every fee in the fee structure

## In-house customer service

Customer service is handled directly by TRU

Always speak to a live person with any questions or concerns



# BUSINESS BENEFITS

## Revenue Increase

Tru can assist businesses in driving additional support and revenue through the use of some innovative and dynamic tools offered by Tru

## Ease of set-up

Setup and switch over is quick, easy and seamless.

TRU completes all paperwork and back-end setup

## Free equipment and consulting

Free reprograms of existing equipment or POS system

Provide brand new equipment when needed

Consult on any rate quote to determine legitimacy & renegotiate on the businesses behalf to meet or beat any legitimate quote



# NON-PROFIT BENEFITS

## Affinity Program

TRU shares roughly 20% of our gross profits with non-profit

Up to \$250 upfront

Non-profit receives a percentage of every credit and debit card transaction of all referred businesses as an ongoing, residual income for life of the accounts

## Increase Support

Tru can assist in increasing your number of business supporters

## Communication

Use existing forms of communication to reach supporters

Co-design collateral specifically for our partnership



# TRU'S RESPONSIBILITY

Guaranteed savings to businesses that support your non-profit

Free Equipment and Consulting

Maximize return to the non-profit

Positively reflect the non-profit as a trusted resource



# TESTIMONIALS

In order for us to grow we HAVE to exceed your expectations as we rely on you to send us business in this partnership. In fact, we want to be so good that you feel compelled to tell other groups about us and all the good things we accomplished for the non-profit and its supporters.

*"I am so pleased to let you know what an easy transition it was to switch over to the TRU system. This especially considering the fact that we did the switch over during our busiest sales and service period, Christmas! You and your associates made the entire process effortless!! It was non evasive, easy and fast with no interruption to our business. Now for the best part of the entire process. You saved me a lot of and money \$\$\$\$\$\$. I could not happier that I replied to the JA membership discount plan with TRU, nor the fact that you are a recommended partner of the Jewelers of America and support the Children's foundation. We look forward to years of great service and savings and will not hesitate to give you a stellar recommendation to any of our business associates."*

Mark C. Cichanski Sr.  
Owner/Operations Manager

*"I started with TRU last month. So far very happy. I think I saved money in the first month, but even better is there is someone to speak to if you have any problems. Had a problem with my printouts today and one call to TRU got it fixed, they had to remotely reprogram my machine and the rep took care of everything I only had to push a few buttons."*

Dr. Michael Davis, O.D.

*"I looked at several different options [for payment processing] and found that TRU had the best pricing available. My processing and billing have been running smoothly, setup was easy and customer service has been great as well. I would highly recommend that you take a serious look at the service and pricing TRU can offer"*

Cody Jones, O.D.  
Blackfoot, Idaho

*"We have been using the card reader, and it's very easy. It has made things great here at my desk where patients check out. We really think it is working so much better than the other system we have used."*

Tony Smith, DC  
Cochran Total Health

# CONTACT US

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