



How VizyPay is
catering to small
businesses in rural
America



Founded by small business owners for small business owners

When processing their clients' credit card payments, inexperienced small businesses are frequently susceptible to hidden costs and charges. VizyPay offers companies, particularly those in small towns and rural areas, the option to maximize their operational potential and cut costs by using straightforward credit card payment methods. Depending on their specific demands, clients can select from a variety of solutions.



Austin Mac Nab,
VizyPay Co-Founder and CEO

“We don’t want to kick butt in Chicago,” “We’ll let all the big dogs fight it out over there. We’re trying to help level up the small guys so they’re not left behind. And that’s our focus.”

How pricing and rates are affected by your location



Larger volume businesses in large towns will generally have the lowest rates available to them. Rural America and small businesses in smaller towns are the ones that are being taken advantage of. Unfortunately Rural America is being forced to choose between staying with their stone age cash register or invest thousands of dollars into new equipment to keep up with more advanced technology. VizyPay is here to offer that same technology but at a fraction of the price - or sometimes, no cost at all.

Innovative technology for small businesses

Small business owners aren't looking for the best and newest technology. They're wanting payment processing that's cost-effective and that meets their needs. Those merchants also want payment technology that is simple. They're not looking for something where you're paying for features that aren't necessary for their business. We offer three different programs instead of a "one size fits all" model, so that we can truly cater to each specific business.



Pricing & Programs

VizyPay gives you complete transparency into your monthly expenses in contrast to the payment processing industry's long-standing practice of confusing billing, hidden fees, and unforeseen charges. Our three different programs are shown below:

Hybrid Program 40-60% savings

\$25 flat monthly subscription, unlimited processing.

CREDIT CARDS You pay 0%
Customer pays 4%

DEBIT CARDS You pay 1%+\$0.25*
Customer pays 0%

*Your business cost on consumer debit cards is 1%+\$0.25, Mid Qualified cards 2.50% and Non Qualified cards 3.50%. Key-entered debit transaction on the VizyPay Terminal do not qualify for the 1%+\$0.25 rate and will fall into mid or non qualified rates.

Cash Discount Program Up to 100% savings

One flat monthly subscription, unlimited processing.

MINI Merchants processing less than \$5,000 per month
\$25/MONTH

CORE Merchants processing \$5,000-\$10,000 per month
\$50/MONTH

PRIME Merchants processing over \$10,000 per month
\$100/MONTH

Traditional Program 10-15% savings

\$15 flat monthly subscription, unlimited processing.

VizyPay operates on the interchange-plus pricing model, ensuring you get the lowest rates with our margin clearly spelled out.

Fixed Margins of 0.35% + \$0.10 per transaction above interchange

VizyPay aims to level the playing field for small to medium-sized businesses through transparent pricing, personal customer support, and innovative payment technology. For more info, contact our Inside Sales team at:

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