



THE DRIVING SCHOOL ASSOCIATION
OF THE AMERICAS, INC.

"The Standard in Driver Education and Traffic Safety Since 1973"



TRANSNATIONAL

the most trusted name in bankcard

Dear valued school owner,

Transnational Bankcard is a nationally recognized transaction's processing corporation headquartered in Chicago, Illinois. My goal in providing service to the DSAA is to offer the most cost effective rate program, set up customizable equipment options to maximize both productivity and profit, and establish a program that gives a portion of your savings back to the association. I was introduced to the DSAA by one of my clients, Kathy Clausen, the owner of Adams School of Driving and a previous DSAA President. Since working together, she's seen a significant decrease in her monthly processing costs, and has been able to take advantage of several TransNational ancillary programs such as our online virtual terminal and gift card program. I strongly believe that implementing this new program will be equally beneficial to your school. Here a few of the details and advantages available to you:

- Processing for Visa/Mastercard/Discover/American Express/Debit & Check Cards
- Group leveraged rates based on the cumulative volume of the entire association versus your individual business volume (I am projecting a 20-50% savings compared to any existing programs)
- Customized PCI Compliant equipment solutions, including dial-up, IP, and wireless terminals, and an online virtual terminal
- Compatibility with most PCI compliant terminals in the market, which means you may be able to continue using your current equipment
- Check processing
- Gift & Loyalty Card programs
- Website integration/shopping cart set up
- Recurring payments through credit/debit cards and directly from bank accounts
- Potential to buy out existing contracts with current processors
- Up to 20% of TransNational's profit will go back to the DSAA

If your school is already set up with a merchant account through another processor, the first step in our partnership is to do an individual analysis to figure out the potential savings compared to your current processor. If you do not have a current processor, there are a few introductory programs that I can go over with you. Please expect a prompt response from me to go into more details and help you determine what your school can gain from our DSAA Program.

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