



Model of Excellence Profile – Analytic Reporting for Annuities

Company Name:	Transparent Financial Services dba: FeeFighters	ICG#	11368
Address:	213 N. Racine, Chicago, IL 60607		
Product Name:	FeeFighters		
URL:	http://feefighters.com	Founder & CEO:	Sean Harper

Business and Product Overview

Business Information Framework Classification	<i>Applications Models</i> Buy/Sell: Lead Generation	<i>Business Model:</i> Advertising/Sponsorship –Piece of the Action
	<i>Content Models</i> Original Compilation: Advertiser-Supplied: Enhanced Primary	<i>Distribution Model</i> Direct Response – Web-based
Company Overview	Created in response to inefficiencies and a lack of transparency the founder experienced when seeking a credit card processor for his own small business, FeeFighters provides a marketplace that matches merchants who are seeking credit card processing services with card processing vendors.	
Product/Service Description	<p>FeeFighters.com provides a comparison shopping website for credit card processing services to help merchants save an average of 40% on credit card processing bills. Similar to Lending Tree in the consumer mortgage lending space, interested merchants answer some core questions about their business, including average transaction size and monthly card volume. Based on the information, FeeFighters lists the top matches for vendors who provide the requested services. The list of vendors includes pricing information in a comparable format, a breakdown of the fees, and profile listings for the vendors with links to more information on each vendor.</p> <p>Underlying FeeFighters’ service is a directory of credit card processing vendors that currently lists 837 card processors and includes user reviews and BBB ratings. Vendors can add and update their own information once they create an account. FeeFighters requires that vendors submit pricing information in a transparent format that does not allow for hidden fees and they check customer statements to make sure terms don’t change.</p> <p>Their automated process for providing binding bids from vendors to merchant lifts FeeFighters from the traditional buyers guide realm into a more active buy/sell lead gen model--and beyond. FeeFighters provides significant information to facilitate a transaction, but the final transaction occurs between the vendor and merchant.</p> <p>FeeFighters is paid a fee per exclusive lead plus a share of processing fees generated when merchants contract for new business. Although initially targeted to small businesses, FeeFighters’ base has grown to include some larger companies and they have just launched a new service, Samurai, in public Beta on September 21 that embeds them more directly into the credit card transaction processing workflow and adds increased efficiencies.</p>	

Year Founded:	2011	BizDev Contact:	Stella Fayman
Employees:	8	Main Telephone:	877 890-1170
Profile Date:	September, 2011	Primary Market Served:	52-Financial Services
Ownership:	Private	Funding Source:	Private Seed and Angel Funds
MofE Class:	2011	MofE Status:	NOMINEE