SquadUP

SALES ONE-PAGER

Payment transparency and revenue control

Score any event payment platform on the criteria a finance buyer actually decides on.

The comparison sheet

Contrast an integrated, transparent platform against a fragmented legacy stack. The criteria below are the ones finance scores. No competitor is named; the contrast is between models.

Criterion	Fragmented legacy stack	Integrated transparent platform
Deposit speed	Multi-day, variable	Fast, predictable schedule
All-in fee clarity	Layered, resolved at settlement	Disclosed up front, one figure
Reconciliation effort	Manual matching across tools	Automatic, exceptions flagged
Real-time reporting	Separate reports, consolidated by hand	One live view across metrics
Refund and dispute handling	Handled in separate systems	Handled in place, reconciled
Data ownership	Split across vendors	Organizer owns the record
Multi-venue scale	Manual work grows per venue	Same process at any venue count
FTC total-price rule support	Manual risk	Aligned by design

What the numbers say

~$128
Average cost per chargeback in fees and internal costs, per case.

5 to 10 hrs
Time for a single reconciliation, 25th to 75th percentile.

May 12, 2025
FTC total-price rule in effect for live-event ticket sellers.

Build the business case

ROI calculator inputs

- Annual ticket volume
- Average deposit delay today (days)
- Current effective all-in fee rate
- Reconciliation hours per period
- Number of venues

What it returns

- Cash-flow benefit from faster deposits
- Fee savings from a clearer all-in rate
- Reconciliation time and cost saved
- A one-page summary to present internally

Run your own numbers. Book a Demo and we will build your ROI estimate and walk your payment flow end to end.