



SHARING THE CREDIT

CASE STUDY

Nissan
Dealership

We love **Sharing the Credit** because:
It's Automatic



Unheard of Blessings

The Nissan team was already known for supporting charitable causes in their community through generous giving and local involvement.

“We’ve always supported local charities,” says Kelsey, Director of IT. “But those donations were always coming straight off the company’s bottom line.”

The company chose to partner with Forever Funding after being introduced through a local charity they trusted.

“Our charity opened the door,” Kelsey explains, “and Forever Funding delivered on everything they promised. They brought a clear process, strong support, and a strategy that made sense for our company and our community.”



First Thing Was To Save Money

The dealership already had a strong accounting team and an experienced CFO. They understood their business well and regularly brought in specialists when needed.

“Sharing the Credit was introduced to us through our charity,” Kelsey says. “We expected them to show us ways to donate more effectively. **We didn’t expect them to uncover nearly \$30,000 a year in savings.**” That discovery changed the conversation. The company wanted to support its charity partners, but it also needed to protect the bottom line.

From there, the roadmap became clear:

- Identify and eliminate excessive merchant processing fees
- Redirect a portion of the new savings to charity using pre-tax dollars
- Replace previous charitable expenses with funding generated through the new fee structure

“The company chose to work with Sharing the Credit because our charity opened the door,” Kelsey explains, “and they delivered on everything they promised.”



What made the partnership especially powerful was the scale of the impact. **The company now donates more than \$125,000 each year**—money that previously disappeared back into processing systems and unnecessary fees.

They no longer have to write large donation checks from operating funds. Instead, Sharing the Credit handles the charitable giving directly through savings generated from fees the business already had to pay.

What began as a financial improvement became a major long-term blessing. The company benefited in two ways:

- **They recovered money previously lost through excessive merchant fees**
- **They no longer needed to fund charitable giving from company profits**

The result is more than \$155,000 in annual savings and recovered value—all while continuing to invest heavily in the charitable causes they care about most.



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Sustainable

As the person responsible for reviewing every contract, Kelsey pays close attention to the company's long-term partnerships.

"We've NEVER stayed with a company this long," Kelsey says. "I know—I read every contract we've ever had."

That level of oversight matters. The business processes more than \$1 million each month in client credit and debit card transactions, making them a regular target for banks and financial institutions competing for their business.

Despite constant offers and negotiations, Sharing the Credit has remained one of the company's strongest and most trusted long-term relationships.



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