



IMPACT CASE STUDY

Markquart RV Burlington, a trusted name in Southern Wisconsin, delivers quality RVs while supporting local heroes. Facing rising operating expenses like card fees, they sought an innovative way to protect margins and give back.

PIE helped Markquart RV launch an innovative Purpose-Powered Dual Pricing Program. This enabled them to offer their lowest prices to their customers while eliminating over 80% of their card processing fees. PIE also created a new donation stream to **Twin Lakes Fire & Rescue** to elevate community impact, company culture, and brand.



\$20,000+

Estimated annual savings on payment processing expenses.

\$4,000+

Estimated annual donation by PIE to Twin Lakes Fire Department.



Amy Dachel
Executive Manager
Markquart RV &
Auto Group

"I was extremely nervous at first, as we didn't know how our employees and customers would take it. But we have yet to receive a single complaint and have now rolled this out to nine RV dealerships and two auto dealerships. Jamie and the PIE team made it really easy."