



FAQs

What is a Cash Discount?

A cash discount is a deduction allowed by the merchant for goods or service if the customer pays with cash.

Why did Card Issuers modify their rules for Cash Discounts?

As a result of a court approved settlement with merchants, card Issuers agreed to modify their rules to permit U.S. merchants to discount goods and services for customers paying in cash.

What are the benefits of Cash Discount?

As a merchant, you will now be able to accept credit cards and not have to pay a multitude of fees. Each day you will get fully funded for 100% of your sales. Then, at the end of the month, you will see your monthly fee(s) for being part of the Cash Discount Program.

How will customers know I am on the Cash Discount Program?

Once you're signed up as a cash discount merchant you will receive a Welcome Kit that will include signage explaining the program and the customer fee table for using a credit card. The customer will know they can opt out of paying the fee by paying with cash. Your posted prices are your cash prices.

What are the point-of-sale disclosure requirements for merchants?

A merchant must prominently display a clear disclosure of the merchant's Cash Discount policy at the Point of Sale. The disclosure must include a statement that products and services have been discounted when paying with cash. If paying by credit or debit card a service fee will be displayed on the receipt.

Can I revert back to traditional processing?

No problem! If you feel the Cash Discount Program does not work for your business, we can easily switch you back to your traditional credit card processing.

Is it legal to offer a Cash Discount?

The Dodd-Frank law prohibits a payment card network such as Visa "from inhibiting the ability of anyone to provide a discount for payment by cash, checks, debit cards, or credit cards."

Will my customers be upset by this fee?

If you let your customers know that the Cash Discount Program is a way for you to keep providing your goods and services without increasing your prices every time credit card fees go up, most consumers will understand the need for the program.

Does the Cash Discount Program work for all types of Credit and Debit cards?

Yes, the program will work the same for Credit Card, Signature Debit Card and PIN Debit Card.