



The AFS Dual Pricing Program

Overview



What is Dual Pricing?



Merchant pricing model



Presents TWO prices to the customer.

1. Credit Price

2. Cash/PIN Debit Price

NOTE: PIN Debit transactions are excluded from Dual Pricing fees, treated as Cash



Allows customer to decide on their preferred payment method



Example:

Merchant has a Coke priced at \$1.04 for credit and \$1 for cash. If the customer pays with their credit card, they are charged \$1.04.

Merchant would be funded \$1 and \$0.04 goes to the daily discount for fees. If the customer pays with cash, they pay \$1 in cash/coin

Benefits of Dual Pricing



Compliant with Card Brand
and Bank Regulations



Passes on cost of Processing
to Customer



Transparent Pricing System
by providing both prices on
items



Encourages customers to use
cash or debit as a method of
payment for cost savings

Surcharging

- Merchant Pricing Model
- Customers are charged an additional fee when using credit cards.
 - NOTE: PIN Debit & Signature Debit transactions are excluded from Surcharging Fee, treated as Cash
- Designed to pass processing costs on to consumer
- Requires Advanced Registration – 30 days
- Allowed in most states
 - Check to confirm compliance in the merchant's area
- Example –
 - Merchant has a Coke priced at \$1.00
 - If the customer pays with their credit card, they are charged \$1.03, if the merchant is setup with a 3% surcharge.
 - Merchant would be funded \$1 and \$0.03 goes to the daily discount for fees.
 - If the customer pays with cash, they pay \$1 in cash/coin

Cash Discount – End of Life

1

Has come under scrutiny from Visa recently when fee is added to sale, instead of showing a discount

2

Visa is charging fines for running Cash Discount Pricing

3

Current Merchants should move to Dual Pricing Model or Surcharge to be compliant

Comparison of CD/Surcharge/Dual Pricing

	Dual Pricing	Surcharge	Cash Discount
Compliance	Complaint with Proper Pricing Disclosure	Compliant with 30 Day Pre-Registration	Not Compliant
How it work	Pricing is shown based on payment method, credit or cash	Cash Transactions and Pin Debit are charged at list price	Charges Fee for Non-Cash Transactions
How fee is charged	Charges Credit Price for all Credit Card Transactions, Cash Price for Cash Transactions	Adds Surcharge % for Credit Card Purchases	Adds Transaction % to Transaction
Transparency	Displays both Pricing Options for Customers to choose how to pay for purchase	Shows Charge for Processing Credit Cards	Fee added at time of sales
Max Fee / Discount	4%	3%	4%
\$1.00 Item is purchased With Credit Card	Merchant Receives \$1. Amount over \$1 is used to Cover Processing Fees.	Merchant Receives \$1. Surcharge is used to cover Processing Fees.	Merchant Receives \$1. Discount is used to cover Processing Fees.

Dual Pricing Merchant Requirements

1

Merchants must sign Dual Pricing Addendum and mark Dual Pricing on MPA (Updated MPA coming in June)

2

Merchant must have pricing on their shelves/items/menus that reflect credit price or credit and cash pricing

3

Merchant must have proper signage

4

Merchant must have proper terminal application

- Deja voo & Swipe Simple for Initial Launch
- APEXNow by end of June

Customer Pricing Notice

As an incentive for customers, we offer a % discount if they pay with cash.

Thank you for your business.



Surcharge Merchant Requirements

1

Capped at 3% maximum

2

Requires 30-days advanced registration
Merchants may use Tiered or IC+ pricing during 30 days.

3

Merchant must have proper signage

4

Merchant must have proper terminal application

CUSTOMER PRICING NOTICE

A [] % customer service charge is applied to all store sales.

PAY BY CASH AND SAVE!

As an incentive for customers, we now offer a discount for customers paying with cash or in-store gift cards by giving a [] % immediate discount on service charge.



How to Request Dual Pricing



New Merchants

- Request Dual Pricing on MPA
- Complete Dual Pricing Addendum
- Post appropriate signage and pricing
- Use Dual Pricing Terminal Application



Existing Merchants (IC+)

- Submit a Price Type Change Request to Support@go-afs.com
- Include new pages 3-4 from MPA
- Complete Dual Pricing Addendum
- Post appropriate signage and pricing
- Complete Dual Pricing Addendum



Existing Merchants (CD)

- Will be sent email communication about steps needed to convert to Dual Pricing
- Post Appropriate signage and pricing
- Update device to Dual Pricing Addendum

How to Request Surcharge



New Merchants

- Request Surcharge on MPA
- AFS will submit for registration
- 30 Days after Registration
- Post Appropriate signage



Existing Merchants (IC+ and CD)

- Price Type Change Request
- Include new pages 3-4 from MPA
- AFS will submit for registration
- 30 Days after Registration
- Post Appropriate signage
- Update Terminal applications

Dual Pricing Resources



Checklist

Provides Steps to Setup Dual Pricing
Tips for how to be compliant



Signage

Displayed in store for card brand compliance
Customized to Discount Rate selected by Merchant. (4% max)



Website

Video Resources and Trainings
Helpful Articles



Dual Pricing Compliance Checklist

Helping Merchants Stay Compliant with AFS' Dual Pricing Program



sales.go-afs.com/cash-discount-compliance

Signage and Disclosure

- Display appropriate signage at all points of entry to any location where the AFS Dual Pricing program is available
- Ensure signage is clear, unambiguous, and uses at least a 12-point font
- Confirm that all signage displays the dual pricing language instead of "surcharge"
- Disclose the change in price after the dual pricing offer is applied at the point of sale
- Show the full price of the item along with the discount applied
- Ensure that the disclosure of the AFS Dual Pricing is clear to all buyers

Discount Rates and Transaction Fees

- Clearly communicate to customers that payments made with cash or check will receive a discount
- Ensure all changes to your discount rate have been made by contacting [ASE Support](#) or your agent

Compliance with Laws and Regulations

- Review any specific local, state, or federal laws regarding cash discounts
- Verify [AFS' Dual Pricing program compliance with Visa's updated rules and regulations](#)
- Inform the acquirer of any dual pricing programs being offered at any location
- Do not charge any additional fees or surcharges for payments made with electronic payment methods

Potential Consequences of Non-Compliance

- Review any potential penalties or fines for non-compliance with AFS' Dual Pricing Program

Merchants, please use this AFS' Dual Pricing Compliance Checklist to ensure you are following the guidelines accurately. This checklist can help ensure that you remain compliant with the potential issues with AFS' Dual Pricing regulations. ***Failure to follow these guidelines can result in fines from Visa that will be passed directly through to the merchant.

QUESTIONS? CONTACT US.

Questions should be directed to support@go-afs.com

Customer Pricing Notice

As an incentive for customers, we offer a % discount if they pay with cash.

Thank you for your business.



PAYMENT SOLUTIONS PARTNER ABOUT US CONTACT US

LEVERAGE AFS DUAL PRICING PROGRAM TO BECOME COMPLIANT WITH CARD BRAND GUIDELINES

The Easiest Way to Ensure Your Business is Compliant is to Stay Up to Date.

Video Resources

Helpful Articles

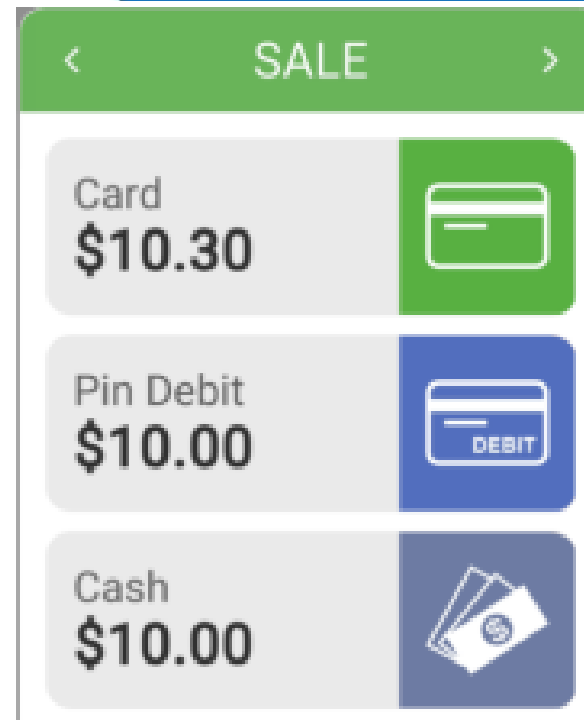
AFS Dual Pricing Program Overview

Merchant Compliance Checklist

Download Resources

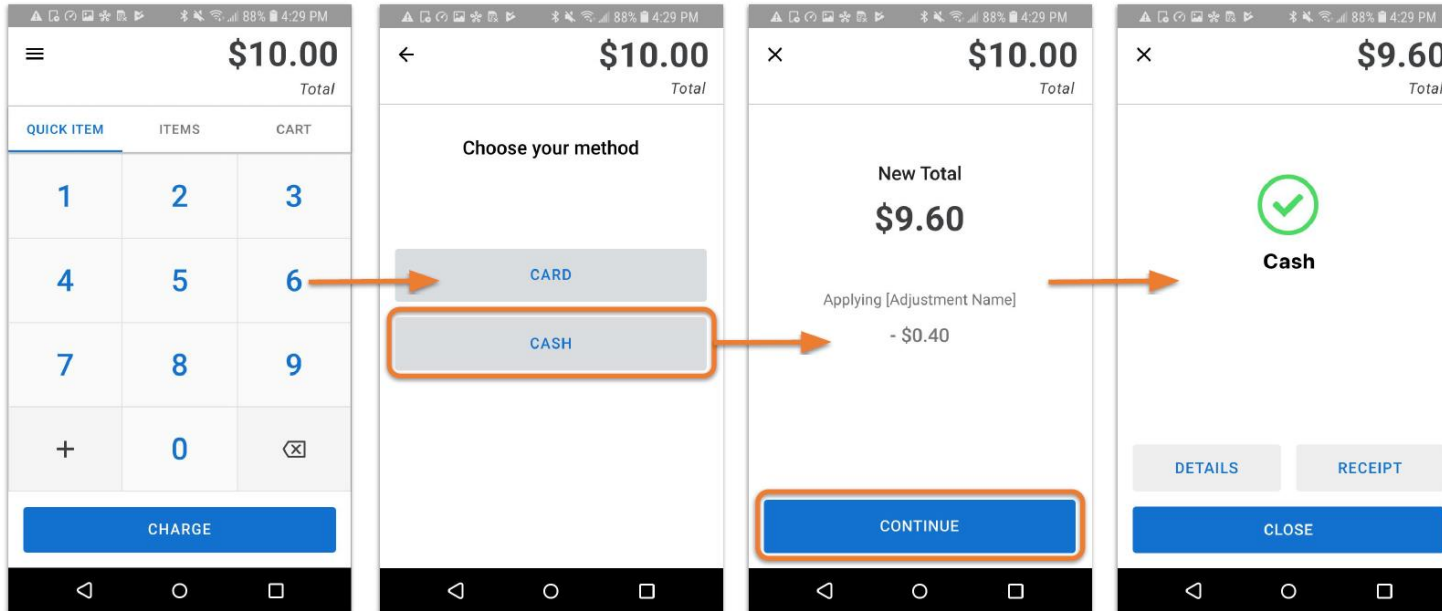
How it works with Dejavo

- Merchants Enter the LIST PRICE / CREDIT PRICE for Items.
- The System will display the List Price and a Discounted Price
 - Discount is based on the Percentage that the Merchant Sets.
- Receipts
 - Cash shows the Amount Saved
 - Credit shows the Amount Customer Could have Saved with Cash
- Debit Cards
 - Merchants can enable feature to offer discount on debit card transaction.
 - Helps maintain compliance

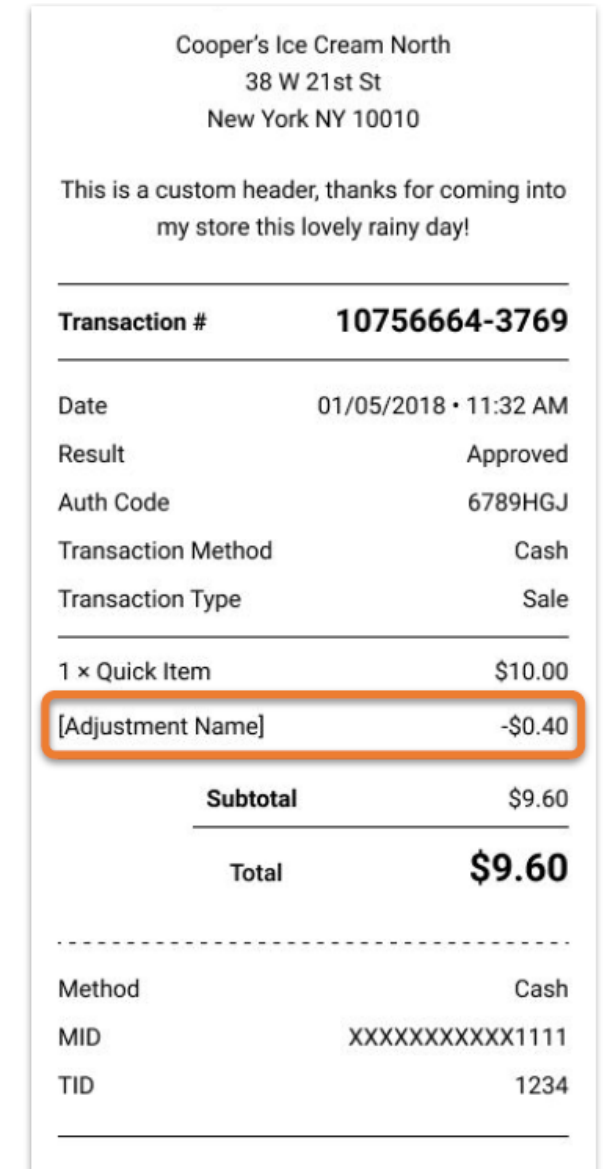


How it works with SwipeSimple

Sales Flow - Adjustment as an additional Line Item Decrease for cash tender



- Available on all methods of SwipeSimple
 - SwipeSimple Payments, SwipeSimple Terminal, SwipeSimple Register.
- Displays Adjustment on Receipt as an Additional Line Item
 - Card Increase for Surcharge
 - Cash Decrease for Dual Pricing



SwipeSimple - Setup

Surcharge

Tesla Jersey > Settings

General Receipts Invoices Payment Links Reports Alerts Transactions Tax Rates Automatic Adjustments [Update Settings](#)

Enable Automatic Adjustments

Display Adjustment Yes, as an additional Line Item
 No, adjust existing Line Items

Adjustment Name

Adjustment Applies To

Adjustment Type

Adjustment Calculation Percentage
 \$ Amount

Adjustment Amount %

Adjustment Bypass Always apply on applicable transactions
 Option to apply on applicable transactions

Tax Treatment Apply Adjustment, then apply Sales Tax
 Apply Sales Tax, then apply Adjustment

Interactive Transaction Example

The examples below demonstrate how the current settings affect the sales tax & final amount of cash and card transactions.
These examples assume a \$10.00 Quick Item sale and 10% Tax

Card Payment

Typed Quick Item:	\$10.00
[Adjustment Name]	+80.40
Tax:	\$1.04
Final Sale:	\$11.44

Cash Payment

Typed Quick Item:	\$10.00
Tax:	\$1.00
Final Sale:	\$11.00

Dual Pricing

Rev19 Retail > Settings

General Receipts Reports Alerts Transactions Tax Rates Automatic Adjustments

Enable Automatic Adjustments

Display Adjustment Yes, as additional Line Item
 No, adjust existing Line Items

Adjustment Name

Adjustment Applies To

Adjustment Type

Adjustment Calculation Percentage
 \$ Amount

Adjustment Amount %

Adjustment Bypass Option to apply on applicable transactions
 Always apply on applicable transactions

Tax Treatment Apply Adjustment, then apply Sales Tax
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Interactive Transaction Example

The examples below demonstrate how the current settings affect the sales tax & final amount of cash and card transactions.
These examples assume a \$10.00 sale with 10% sales tax.

Card Payment

Sale Subtotal:	\$10.00
Sales Tax (10%):	\$1.00
Final Sale:	\$11.00

Cash Payment

Sale Subtotal:	\$10.00
Discount for Cash:	-\$0.38
Sales Tax (10%):	\$0.96
Final Sale:	\$10.58

Next Steps



Email will be sent to all Cash Discount Merchants about the transition to Dual Pricing



As of June 8, 2023 all new accounts submitted as Cash Discount, will be setup as Dual Pricing



Mass update will be done on all terminals using Cash Discount applications

Timing to be determined based on device type
Communication will be sent to Merchants and Agents when timeframe is set



Questions?