



Dual Pricing Checklist

Helping Merchants stay Updated with AFS' Dual Pricing Program



This checklist will help guide you to the steps and links to information to start using the AFS Dual Pricing Program at your location.

Signage and Disclosure

- Display clear and appropriate [signage](#) with appropriate Dual Pricing language, at all entry points to any location where the Dual Pricing Program is available.
- All posted pricing should show a Cash Price and a Credit Price.
 - * If only showing one price, that price should be your Credit Price.
- Update your credit card processing device to a Dual Processing application
- Ensure the card brand guidelines are followed regarding credit card processing.

Discount Rates and Transaction Fees

- Clearly communicate to customers that payments made with cash or check will receive a discount
- Confirm your device is setup to process Dual Pricing - Run a test transaction for cash to see the discount is applied. If not, reach out to our [Support Team](#) or your Agent for assistance with your device update. Ensure the Credit Price is listed on the Terminal

Compliance

- Do not charge any additional fees or surcharges for payments made with electronic payment methods
Read, sign and submit the [Dual Pricing Addendum](#)

Potential Consequences of Non-Compliance

*****Failure to follow the compliance will result in fines from Cardbrands that will be passed directly through to the merchant.*****

QUESTIONS? CONTACT US.

Questions should be directed to support@go-afs.com or your agent. AFS_DP_CL_v7-623