



Merchant Industry

Existing Merchant Compliance

Minimum Sign Compliance

Check for minimum debit signs and REMOVE them. Minimum signs MUST NOT be imposed on debit transactions. They can ONLY be applied to credit card transactions and cannot go lower than \$10.00.



Dual Pricing Compliance

Signage

No signage is necessary for Dual Pricing.

- Cover/Remove any previous signage/stickers from the merchant's location and doors belonging to Swipe4Free, your office's name or any other previous processor.
- Download/Print the below sticker to cover previous signage.

[Credit Card Sticker](#)

Merchant Displayed Product Pricing

Merchants MUST follow the below pricing suggestions on the items/goods they sell in their business:

Restaurant/QSR Merchants

- Restaurant merchants must either raise all their prices in their restaurant and on their menus to reflect card prices (higher prices) OR display both card and cash prices on their menu.

Merchant Displayed Product Pricing

Example 1: Card prices (higher prices) per item



Example 2 - Dual Pricing on menu, card price (higher price) and cash price per item

THE BEST PLACE IN TOWN
The
MENU
original . delicious
MERCHANT INDUSTRY

MAIN DISHES		SIDE DISHES	
Card Price	Cash Price	Cash Price	Card Price
\$16.64	\$16	\$11	\$11.44
\$13.52	\$13	\$11	\$11.44
\$14.56	\$14	\$10	\$10.40
\$13.52	\$13	\$10	\$10.40
COCKTAILS		NON-ALCOHOLIC DRINKS	
\$8.32	\$8	\$3	\$3.12
\$8.32	\$8	\$2	\$2.08

Merchant Industry Restaurant
• Pay by cash & save! •

Card Price & Cash Price Chart

Merchant Displayed Product Pricing

Below are the top food SIC codes that must update their menus to have Dual Pricing or raise their prices to reflect card prices (higher prices)

- 5812 - Sit down restaurants
- 5814 - QSR/Fast food restaurants
- 5462 - Bakeries
- 5813 - Bars/Lounges/Nightclubs
- 5811 - Caterers

Retail Merchants

Retail merchants must either raise all their prices in their business to reflect card prices (higher prices) OR display both card and cash prices on all their items

Example 1: Card prices (higher prices) per item



Example 2: Dual Pricing, card price (higher price) and cash price per item



Dual Pricing

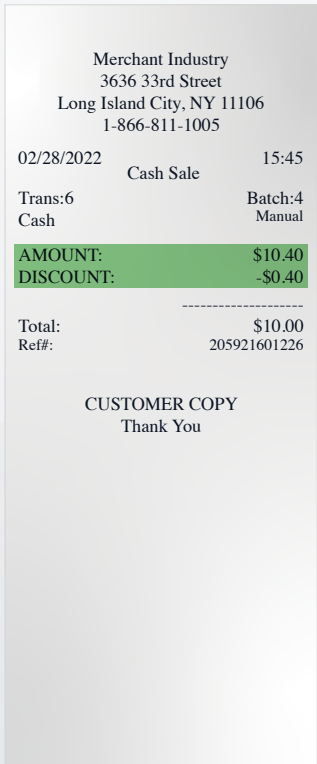
Retail Merchants

Below are the top Retail SIC codes that must update their menus to have Dual Pricing or raise their prices to reflect card prices (higher prices)

- 5993 - Tobacco stores
- 5193/5992 - Florists
- 7230 - Barbers/Salons
- 7542 - Car washes
- 5912 - Pharmacies
- 5722 - Appliance stores
- 5712 - Furniture stores

If the merchant you are offering Dual Pricing refuses to follow the pricing guidelines above then you MUST CONVERT THEM TO SURCHARGE!

Valor Terminals

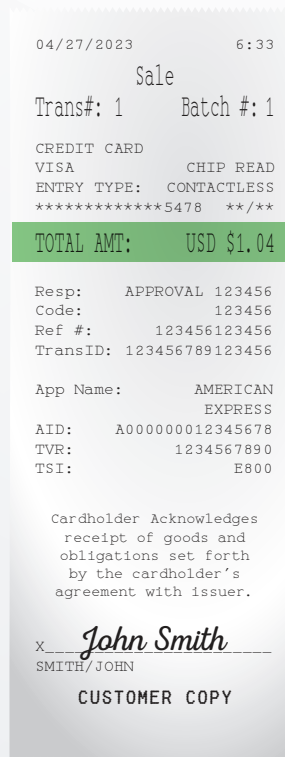


All merchants with Valor terminals that were previously on Cash Discounting (Non-Cash Charge percentage) have been converted to Dual Pricing. Please visit and reach out to each merchant to confirm the following:

Valor Terminals

- Confirm your merchant's Valor terminal(s) were programmed for Dual Pricing.
- Run a \$1.00 debit card transaction and confirm your merchants are not adding a line item labeled "Non-Cash Charge" on the terminal and on the customer receipt (or wait until a customer buys something at the merchants location to confirm a "Non-Cash Charge" line was not added.)
- If the merchant's Valor terminal still adds a line item labeled "Non-Cash Charge", call our tech department at 1-866-811-1005 or your Relationship Manager and do a download on Valor terminal to convert the merchant to Dual Pricing.

DejaVoo Terminals



Tender Pricing

All merchants with DejaVoo terminals that were previously on Cash Discounting (Non-Cash Charge percentage) have been converted to Tender Pricing (shown as Multi Pricing on screen).

- Confirm your merchant's DejaVoo terminal(s) were programmed for Tender Pricing.
- Run a \$1.00 debit card transaction and confirm your merchants are not adding a line item labeled "Non-Cash Charge" on the terminal and customer receipt (or wait until a customer buys something at the merchants location to confirm a "Non-Cash Charge" line was not added.)

Tender Pricing

- If the merchant's DeJaVoo terminal still adds a line item labeled "Non-Cash Charge", call our tech department at 1-866-811-1005 or your Relationship Manager and do a download on the DeJaVoo terminal(s) to convert the merchant to Tender Pricing.

Merchant's using DeJaVoo's Tender Pricing must follow the Signage and Merchant Displayed Product Pricing rules from the Dual Pricing compliance section on page 1

If the merchant you are offering Dual Pricing refuses to follow the pricing guidelines above then you MUST CONVERT THEM TO SURCHARGE!

PAX Terminals



PAX Surcharge Pricing

All merchants with PAX terminals that were previously on Cash Discounting (Non-Cash Charge percentage) have been converted to Surcharge Pricing.

PAX Surcharge Pricing

- Confirm your merchant's PAX terminal(s) were programmed for Surcharging. The line item added must be labeled "Surcharge" and 3% is the maximum charge on credit card transactions. **Make sure there is NO fee percentage charged on debit cards.**
- Run a \$1.00 debit card transaction and confirm your merchants are not adding a line item labeled "Non-Cash Charge" on the terminal and on the customer receipt (or wait until a customer buys something at the merchants location to confirm a "Non-Cash Charge" line was not added.)
- If the merchant's PAX terminal still adds a line item labeled "Non-Cash Charge" and/or charges on debit cards call our tech department at 1-866-811-1005 or your Relationship Manager and do a download on the PAX terminal(s) to convert the merchant to Surcharging.
- Ensure surcharge signage is at all points of entry of the merchant's location and at all point of sales where cards are accepted. If signage is not currently at the necessary locations, download the stickers below and place at the necessary locations.

We impose a surcharge of 3 % on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

3% Surcharge Sticker

We impose a surcharge of _____% on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

Blank Surcharge Sticker

- Remove/Cover any previous signage/stickers from the merchant's location and doors belonging to Swipe4Free, your office's name, **OR any other previous processor.**

PAX Surcharge Pricing

DEAR LOYAL CUSTOMERS

This business has a 4% Cash Discount pre-priced into all items & services. Any purchase made with a credit or debit card will remove the discount and be displayed as a "Non-Cash Charge" on your receipt.

CASH DISCOUNT

However, this DOES NOT APPLY to customers paying in cash. We thank you for your patronage & continued support!

IT IS OUR PLEASURE TO SERVE YOU
For Questions Call 855-345-0040

 SWIPE 4 FREE
NO PROCESSING FEES
www.Swipe4Free.com





CUSTOMER PRICING NOTE
A 4% customer service charge is applied to all sales at this location.

CASH DISCOUNT

As an incentive for our valued customers we now provide discount to pay with by giving a 4% immediate discount on the customer service charge.

Pay by Cash and Save!





Download/Print the below sticker to cover previous signage

Credit Card Sticker

PAX terminals do NOT support Dual Pricing. If you would like to switch your merchant to Dual Pricing, you must install a Valor terminal.

Converting the merchant to a Valor terminal will help with any future updates and changes. Valor terminals are cloud-based and nothing must be done on the physical terminal.

Surcharge Program

The maximum Surcharge percentage to customers is 3% and ONLY on credit card transactions (Colorado limit is 2%). Merchants CANNOT charge the customer on any type of debit card transactions-signature, PIN and prepaid/gift cards. The merchant must pay for all debit card transaction fees. See below for merchant pricing options.

Switching A Merchant To The Surcharge Program

- Email Surcharge@merchantindustry.com and speak with our Risk Management regarding Mastercard surcharge registration process. Once the merchant's POS has been converted to Surcharging you must do the following:
 - Create a ticket in ISO Access/CRM with these details:
 - Reason for call - Pricing Issues
 - Actual Problem - Conversion
 - Description - Convert merchant to Surcharge AND advise the new pricing structure for the Surcharge merchant account
- Ensure surcharge signage is at all points of entry of the merchant's location and at all point of sales where cards are accepted. If signage is not currently at the necessary locations, download the stickers below and place at the necessary locations.

We impose a surcharge of 3 % on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

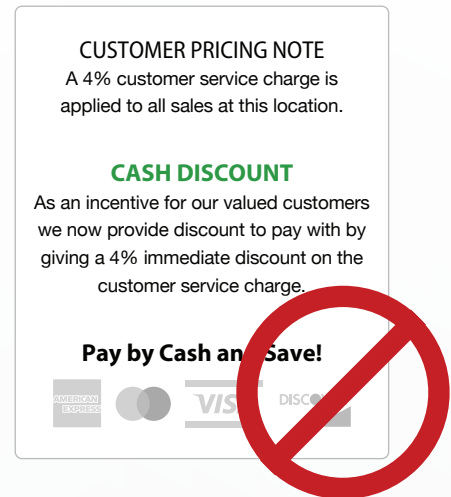
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We impose a surcharge of _____% on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

Blank Surcharge Sticker

- Remove/Cover any previous signage/stickers from the merchant's location and doors belonging to Swipe4Free, your office's name, **OR any other previous processor.**

Switching A Merchant To The Surcharge Program



- Download/Print the below sticker to cover previous signage

Credit Card Sticker

Merchant Pricing for PIN Debit

Option 1

Default PIN debit pricing is Interchange + 35bps + .09 cents per item and .12 cents per authorization (total approximate merchant cost for PIN debit is Interchange which includes 5bps + over interchange 35bps = 40bps total approximately + interchange per item is .22 cents + .06 cents switch fee + .09 cents per item and .12 cents per authorization) = Total approximately is 40bps + .49 cents per trans.

Example: \$100 PIN debit Sale costs merchant = .40 cents + .49 cents = .89 cents
(\$100 x .0040 = .40 cents) + (.22 cents + .06 + .09 + .12 = .49 cents)

Option 2

For larger merchants you can negotiate PIN debit rates. For this option, please ask the merchant for 3 months existing processing statements and send these to your Relationship Manager to help them accurately price PIN debit and give you competitive options.

By Default PIN Debit fees will be charged Monthly (not daily) to merchants. These PIN debit fees will be clearly broken down on the merchant's monthly statement and debited on the 1st business day of the following month (ex. April PIN Debit fees will be billed May 1st).

Pricing for Credit

Option 1

Customer is charged 3% as a Surcharge on terminal level- Merchant pays nothing for Credit Card transactions (**offset on backend is 2.9129%**).

Option 2

Customer is charged 3% as a Surcharge on terminal level and Merchant pays 1% (**offset on back end is 3.8462%**). Merchants will effectively pay 1% on Credit Card transactions. If you have any questions about this option please speak to your relationship manager.

Surcharge Receipt Example:

SWIPE4FREE
1234 Merchant St.
New York, NY
7185555555
V#0123456

09/27/2018 6:33

Sale
Trans#: 1 Batch #: 1

AMEX CHIP
*****1234 **/**

AMOUNT: \$10.00

Surcharge \$0.30
TOTAL AMT: \$10.30

Resp: APPROVAL 123456
Code: 123456
Ref #: 123456123456
TransID: 123456789123456

App Name: AMERICAN
EXPRESS
AID: A000000012345678
TVR: 1234567890
TSI: E800

Cardholder Acknowledges
receipt of goods and
obligations set forth
by the cardholder's
agreement with issuer.

X John Smith
SMITH/JOHN

CUSTOMER COPY

POS Systems

Dual Pricing and Cash Discount on POS Systems (non-Clover devices)

If your merchant has a POS system that is adding a Non-Cash Charge, and you would like to switch them to Dual Pricing or Cash Discount then you must call the POS provider to convert them to one of the below compliant solutions.

- For assistance, contact our POS department at 1-646-902-1120 or email them at pos@merchantindustry.com

Dual Pricing

If you want to offer Dual Pricing to a merchant then the existing POS **MUST** have Dual Pricing capabilities - which means the POS clearly shows the customer a card price (higher price) total and cash price total when paying on preferably a customer facing screen or PIN pad. At minimum the customer facing receipt must show the card price total (higher) and cash price total. Some advanced POS systems show both the card price and cash price on the customer facing screen on all items that are being scanned/rung up.

Cash Discount

In order to offer Cash Discount then the existing POS must have the ability to raise the merchants inventory prices stored to Card prices (higher prices) and then clearly display on customer facing receipt 0.00 when paying by card and the savings when paying by cash.

Cash Discount Receipt Example:

Valor Paytech 2 Jericho Plaza Jericho, NY 11753 1-800-616-8755	
02/28/2022	15:45
Sale	
Trans:6	Batch:4
AMEX	CHIP
*****1234	00/00
AMOUNT:	\$10.40
DISCOUNT:	\$0.00

Total:	\$10.40

Resp:	APPROVAL 123456
Code:	123456
Ref#:	205921601226
App Name:	AMERICAN EXPRESS
AID:	A00000025010801
TVR:	0000008000
TSI:	E800
Cardholder acknowledges receipt of goods and obligations set forth by the cardholder's agreement with issuer.	
x	<i>John Smith</i>
	SMITH/JOHN
CUSTOMER COPY Thank You	

Valor Paytech 2 Jericho Plaza Jericho, NY 11753 1-800-616-8755	
02/28/2022	15:45
Cash Sale	
Trans:6	Batch:4
Cash	Manual
AMOUNT:	\$10.40
DISCOUNT:	-\$0.40

Total:	\$10.00
Ref#:	205921601226
CUSTOMER COPY Thank You	

Dual Pricing and Cash Discount on POS Systems (non-Clover devices)

Merchant's upgrading their POS to either Dual Pricing or Cash Discount must follow the Signage and Merchant Displayed Product Pricing rules from the Dual Pricing compliance section on page 1

If the merchant's current POS provider does not offer Dual Pricing or Cash Discount, then you must follow one of the two compliant options below:

- Convert the merchant to our Surcharge program
- Confirm your merchant's existing POS device is programmed for Surcharging. The line item added must be labeled "Surcharge" and 3% is the maximum charge on credit card transactions. **Make sure there is NO fee percentage charged on debit cards.**

Follow Surcharge on POS Systems steps on page 14

Dual Pricing on Clover POS Systems



Merchants using cash discounting on their Clover devices must install one of these apps:

- SPS Cash Discount App
- TRNXN Cash Discount App

In order to add either app, merchants must have the following:

- Inventory loaded on their Clover devices
- The Register Lite plan (\$14.95 monthly plan) or Register plan (\$44.95 monthly plan)

Surcharge on POS Systems

The POS system you offer for Surcharge MUST have the ability to recognize any type of Debit Card presented in order to remove the Surcharge %. Also the POS MUST have the ability to add a line item % labeled Surcharge. In addition all standard Surcharge rules below must be followed

The maximum Surcharge percentage to customers is 3% and ONLY on credit card transactions (Colorado limit is 2%). Merchants CANNOT charge the customer on any type of debit card transactions-signature, PIN and prepaid/gift cards. The merchant must pay for all debit card transaction fees. See below for merchant pricing options.

Merchant Pricing for PIN Debit

Option 1

Default PIN debit pricing is Interchange + 35bps + .09 cents per item and .12 cents per authorization (total approximate merchant cost for PIN debit is Interchange which includes 5bps + over interchange 35bps = 40bps total approximately + interchange per item is .22 cents + .06 cents switch fee + .09 cents per item and .12 cents per authorization) = Total approximately is 40bps + .49 cents per trans.

Example: \$100 PIN debit Sale costs merchant = .40 cents + .49 cents = .89 cents
(\$100 x .0040 = .40 cents) + (.22 cents + .06 + .09 + .12 = .49 cents)

Option 2

For larger merchants you can negotiate PIN debit rates. For this option, please contact your Relationship Manager to help price PIN debit and give you competitive options.

By Default PIN Debit fees will be charged Monthly (not daily) to merchants. These PIN debit fees will be clearly broken down on the merchant's monthly statement and debited on the 1st business day of the following month (ex. April PIN Debit fees will be billed May 1st).

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Customer is charged 3% as a Surcharge on terminal level and Merchant pays 1% (**offset on back end is 3.8462%**). Merchants will effectively pay 1% on Credit Card transactions. If you have any questions about this option please speak to your relationship manager.

Below are the top POS systems that offer Surcharging:

- JKSoft POS
- Aldelo
- Clover POS
- Hot sauce POS
- Sound POS
- Paradise POS

Surcharge on POS Systems

Surcharge Receipt Example:

SWIPE4FREE
1234 Merchant St.
New York, NY
7185555555
V#0123456

09/27/2018 6:33

Sale
Trans#: 1 Batch #: 1

AMEX CHIP
*****1234 **/**

AMOUNT: \$10.00

Surcharge \$0.30
TOTAL AMT: \$10.30

Resp: APPROVAL 123456
Code: 123456
Ref #: 123456123456
TransID: 123456789123456

App Name: AMERICAN
EXPRESS
AID: A000000012345678
TVR: 1234567890
TSI: E800

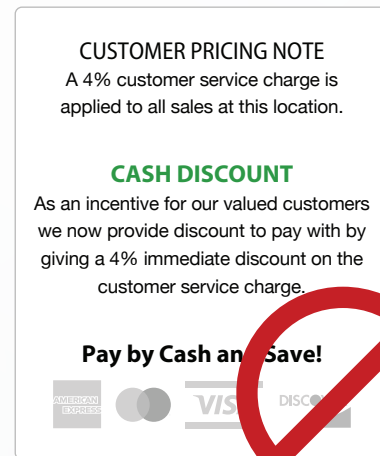
Cardholder Acknowledges
receipt of goods and
obligations set forth
by the cardholder's
agreement with issuer.

X John Smith
SMITH/JOHN

CUSTOMER COPY

Surcharge on POS Systems

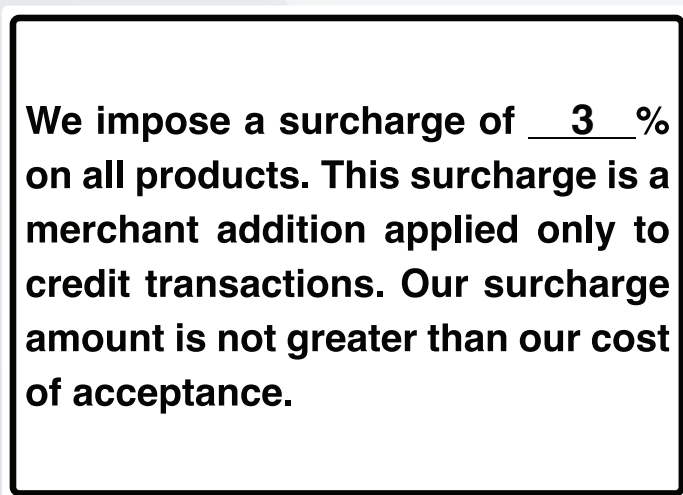
- Remove/Cover any previous signage/stickers from the merchant's location and doors belonging to Swipe4Free, your office's name, **OR any other previous processor.**



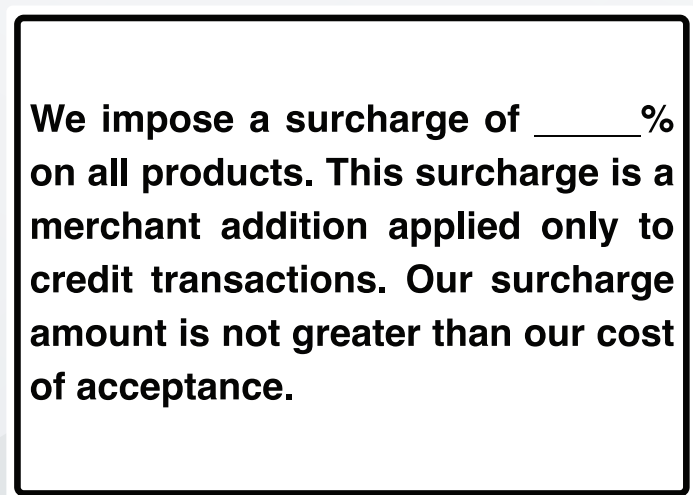
- Download/Print the below sticker to cover previous signage

Credit Card Sticker

- Ensure surcharge signage is at all points of entry of the merchant's location and at all point of sales where cards are accepted. If signage is not currently at the necessary locations, download the stickers below and place at the necessary locations.



3% Surcharge Sticker



Blank Surcharge Sticker

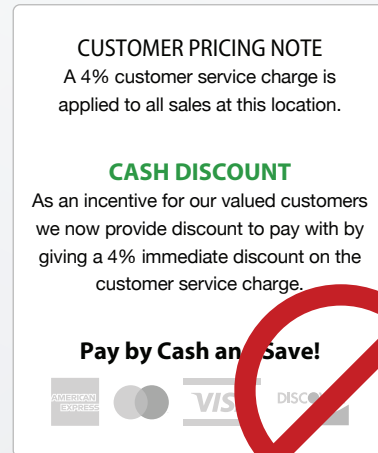
- Once a surcharge merchant is approved, Merchant Industry will automatically register the merchant with MasterCard and notify our sponsor bank.

Virtual Terminal Merchants

Surcharging

All Virtual Terminal merchants are being converted to Surcharge. The maximum Surcharge percentage to customers is 3% across all credit card transactions. Merchants cannot charge the customer on debit card transactions. The merchant must pay for all debit card transactions.

- If converted to surcharging, you must email surcharge@merchantindustry.com
- Email Surcharge@merchantindustry.com and speak with our Risk Management regarding Mastercard surcharge registration process. Once the merchant's POS has been converted to Surcharging you must do the following:
 - Create a ticket in ISO Access/CRM with these details:
 - Reason for call - Pricing Issues
 - Actual Problem - Conversion
 - Description - Convert merchant to Surcharge AND advise the new pricing structure for the Surcharge merchant account
- Remove/Cover any previous signage/stickers from the merchant's location and doors belonging to Swipe4Free, your office's name, **OR any other previous processor.**



- Download/Print the below sticker to cover previous signage

Credit Card Sticker

- Ensure surcharge signage is at all points of entry of the merchant's location and at all point of sales where cards are accepted. If signage is not currently at the necessary locations, download the stickers below and place at the necessary locations.

Surcharging

We impose a surcharge of 3 % on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

3% Surcharge Sticker

We impose a surcharge of _____% on all products. This surcharge is a merchant addition applied only to credit transactions. Our surcharge amount is not greater than our cost of acceptance.

Blank Surcharge Sticker

Convenience Fee

A convenience fee can only be charged to the consumer when the merchant has a physical location but is giving the customer the convenience to pay online. Unlike surcharges, convenience fees can apply to both debit and credit card payments and is a flat fee (NOT a %) that is charged and does not fluctuate from sale to sale. Example: A movie theater provides consumers to pay in person by many forms of payment, however they may provide an option to pay online with pre-selected seats and a convenience fee of \$2.50 per ticket purchased. You CAN NOT charge a convenience fee at a card present location.

In order to determine the Convenience Fee Flat Dollar amount accurately, you must provide 3 months of previous processing statements from the merchant and send to your Relationship Manager. Based on the merchant's average ticket the RM can determine blended cost of card acceptance/Interchange and then determine a convenience fee that covers cost and creates around 100 BPS of profit.

Surcharge Signage Suggestions

Transaction Type	Point-of-Entry	Point-of-Transaction
Electronic Commerce Transaction	The first page that references credit card brands accepted, in a minimum 10-point Arial font, but in any case no smaller or less prominent than surrounding text.	Checkout page, in a minimum 10-point Arial font, but in any case no smaller or less prominent than surrounding text
Mail Order Transaction	The first page the catalog that references credit card brands accepted, in a minimum 8-point Arial font, but in any case no smaller or less prominent than surrounding text.	Mail order form, in a minimum 10-point Arial font, but in any case no smaller or less prominent than surrounding text
Telephone order Transaction	The first page the catalog that references credit card brands accepted, in a minimum 8-point Arial font, but in any case no smaller or less prominent than surrounding text.	Verbal notice from the telephone order clerk, including Credit Card Surcharge amount.
Unattended Cardholder - Activated Terminal	Main entrance(s) of the Merchant Outlet (if applicable) (for example gas [petrol] station store) in a minimum 32-point Arial font, but in any case no smaller or less prominent than surrounding text.	On the Unattended Cardholder - Activated Terminal or virtual disclosure on the payment terminal screen, in a minimum 16-point Arial font, but in any case no smaller or less prominent than surrounding text.