

True Cash Discount: Restaurants offer a discount to customers who pay by cash, check, or store-branded gift card, instead of a credit or debit card.

### History

- Offering customers a discount for purchases made with cash is nothing new. The regulatory aspect of this pricing strategy dates back to the 1970s with the Cash Discount Act.
- As the use of credit cards exploded, cash discounts became prohibited by the card brands.
- This all changed with the passage of the Durbin Amendment, which was part of the 2010 Dodd-Frank law. Thanks to the amendment, business owners are allowed to pass on all or a percentage of their processing fees to their customers and can legally offer a discount to customers who pay by cash or check instead of with a credit or debit card.

### How It Works

If you currently take credit card fees into account when pricing your products and services, cash discounting is simple. As long as those prices are posted, you can offer a discount on those set prices to customers who pay with cash.



For example, if your credit card processing company charges you a 4% fee for each credit card and/or debit card transaction, you price your goods and services 4% higher to account for that fee.

Customers who pay with cash can avoid that fee, therefore earning a 4% discount on the list price. Customers who pay with a debit or credit card, however, will pay the list price with no discount.



### Payment Channels

- Card Present - Business owners can only offer a discount to customers in their store/restaurant if they pay with cash.



### Benefits

- Legally share processing fees with your customers.
- Eliminate virtually all of your credit card processing costs.
- Lower your expenses and improve cash flow.
- Get free signage to post at the entrance of your business and the point of sale.
- Flexible program options mean you can pick the program that's best for your business and your customers.

### Reinvestment

True Cash Discount helps you keep more of your profits where they belong - in your pocket. This means you'll have more money to reinvest in your business.



### Rules

True Cash Discounting is less regulated than other pricing strategies. However, some payment providers incorrectly market their programs as "Cash Discount" programs and apply a non-compliant surcharge instead of giving the customer a discount.

## TRUE CASH DISCOUNT

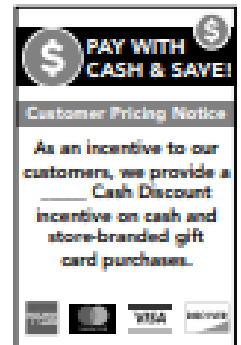
### National Availability ALL 50 STATES



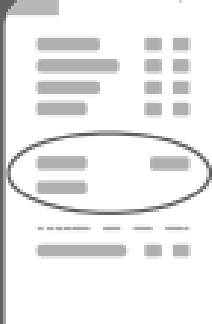
### Maximum Fee Amount

The business owner sets the size of the discount to the amount that they choose. They can even offer a discount that is higher than their cost of accepting credit and debit cards.

### Cash Discount Available Here



### Receipt



### Receipt Requirements

Receipt must show the discount being applied

### Signage Requirements

While the card brands do not require merchants who offer a Cash Discount to display signage, doing so is mandatory for Clearent merchants. You must post signage on the door or window of the entrance of your business and at the point of sale.

