

Credit Card Surcharge Programs

KNOW THE DIFFERENCE!



Pay Share (Surcharging) – the ability to “add” between 1-3% to the total Credit Card transaction price (excludes Debit and Pre-paid cards).

Example: \$100 transaction amount, 3% surcharge, \$103 total transaction.

- **Upfront funding:** Dealership is paid all amounts, including surcharge, on daily batch and billed monthly for all fees.
- **Net funding:** Dealership is paid on original amount, not including the surcharge, for a monthly statement credit.
- **Billing:** Rates and fees can be in the form of Interchange Plus, Flat Rate or a combination of both, separating Credit and Debit.

Rules:

- Profitability – Dealership cannot profit from the surcharge amount vs. what they are being billed.
- Signage – Must be displayed in each department, with the percentage being surcharged.
- Card-Not-Present – Language must be displayed to notify the customer of the surcharge program if a Credit Card is used as opposed to Debit or Check/ACH.
- Receipt – Original amount, surcharge amount and total must be detailed on the receipt.

Consumer Choice (Cash/Check Discount) – the ability to “include” between 1-3% to total pricing for all Card transactions, (including Debit and Pre-paid cards).

Example: \$103 transaction amount (including the 3% surcharge) and \$100 cash/check discount amount.

- Upfront funding – Dealership is paid all amounts, including surcharge, on daily batch and billed monthly for all fees.
- Net funding – Dealership is paid on original amount, not including the surcharge, for a monthly statement credit.
- Billing – Rates and fees can be in the form of Interchange Plus, Flat Rate or a combination of both, separating Credit and Debit.

Rules:

- Amount Displayed – Both transaction amounts must be displayed on the following:
 - ✓ Repair Orders, Parts Tickets, etc., terminal screens, online (hosted links/pages), etc.
- Consumer Chooses - Consumers have the choice to select a Cash/Check (or ACH) discount., and the receipt must show the amount of the payment processed.
- Card Not Present – Language must be displayed to notify customer of the total amount and the discounted amount for Check/ACH.

Dealership Savings:

- Cards – Dealerships should be able to cover ALL CARD fees, based on their effective rates.
- Checks/ACH – Dealerships may incur a small fee for check and/or ACH processing

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Agent Name

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