

CASH DISCOUNT PROGRAM



Offset Your Merchant Services Fees by Offering Customers a Cheaper Way to Pay

Did you know that as part of the Durbin Amendment, it is now legal for businesses to offer a discount to customers who pay by cash or check, instead of with a credit or debit card?

Our Cash Discount Program can help you:

- **Legally share processing fees with your customers.** Keep more money in your pocket to help your business grow.
- **Choose a flat fee or a percentage.** Whichever works best for your business.
- **Clearly list all service charges and discounts on your receipts.** Our software does this for you automatically.
- **Build customer loyalty.** Customers who appreciate the discount are more likely to return to your business.
- **Get free signage.** We provide access to customizable signage to post at the entrance of your business and the point of sale.

Reward Customers Who Pay by Cash

With Our Cash Discount Program, you can offset your credit card processing costs by adding a customizable service fee to all credit and debit card transactions. You can then reward customers who pay by cash or check by giving them a discount.

Our Promise

A merchant account from **VMS** comes with a promise.

- ✓ Transparent pricing
- ✓ No hidden fees
- ✓ Accept all card types and ways to pay
- ✓ Friendly, reliable customer service
- ✓ 24/7 access to your account

Contact your representative today to learn more: