



# DUAL PRICING

Clearly display two separate prices. One for cash transactions and one for card transactions for a fully compliant sale.

## A TRULY TRANSPARENT CASH DISCOUNT SOLUTION!

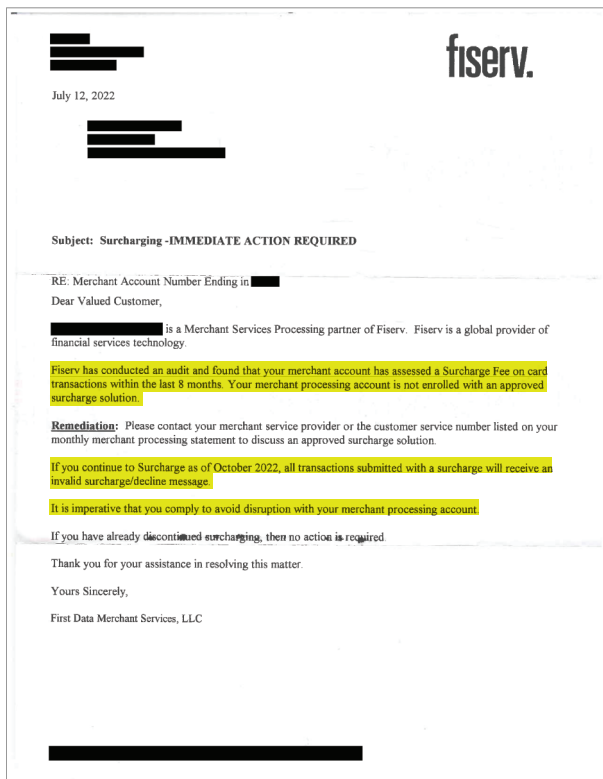
Swipe4Free's dual pricing program allows merchants to offer two different transaction amounts to customers paying with cash versus paying with a credit card. The two separate prices are clearly displayed on both the terminal and PIN pad clearly showing the customer the discount applied when paying with cash. If a customer chooses to pay with a credit card the discount is not applied during the transaction. The customer is also shown the discount as a separate line item on their receipt making the transaction a truly compliant cash discount transaction under all major card brand rules.

Dual Pricing is only available on Swipe4Free using Valor Paytech terminals and PIN Pads.



# NO MORE NON-CASH ADJUSTMENTS.

Major credit card brands are cracking down on the standard method of cash discounting stating that the current practice is actually a form of non-compliant surcharging as there is no proof of a discount being applied to cash sales. Swipe4Free's Dual Pricing shows a discount being applied on the terminal, PIN pad and receipt making it a fully compliant transaction!



## AVOID INTIMIDATING WARNING LETTERS FROM PROCESSORS!

Start Dual Pricing with Swipe4Free today to avoid fines and avoid receiving letters from your processor threatening to disrupt your merchant processing account.

## CONTACT SWIPE4FREE TODAY!

Name:  
Number:  
Email: