

Credit Card Surcharge

Value proposition	
<p>Credit Card Surcharge is our surcharge pricing program that essentially eliminates the acceptance costs for merchant’s credit card payments. With Credit Card Surcharge, cardholders pay a surcharge fee during a credit card transaction. Cardholders do not pay a surcharge fee when using a Signature or PIN debit card. The transaction fee associated with a credit card transaction is now paid by the cardholder as a surcharge. This said, cost savings are substantial. Credit Card Surcharge merchants are currently saving up to 60% of their total merchant processing costs.</p>	
Conversation starters	Overcoming objections
<ul style="list-style-type: none"> • Have you considered how much credit card acceptance is impacting your profit margins? • Are you looking to optimize your costs, or reduce your overall business expenses each month? • Do you experience large fluctuations in your acceptance costs each month because of the kind of cards your customers use? • Are you interested in supporting credit card acceptance for large ticket purchases, but not interested in the increased cost that comes with it? 	<p>“Will my cardholders be upset?” Maybe at first, but not when they see that the surcharge is only a small percentage of their total transaction. For most tickets, that’s going to be cents, not dollars. And for those that don’t want to pay the surcharge, they can pay in cash, check or debit card.</p> <p>“Can I surcharge some customers and not others?” No, card brand compliance fines and assessments rules state that you are unable to be selective when surcharging. The product has been designed to help prevent this to avoid compliance concerns, fines and assessments from the card brands.</p> <p>“How will I be charged for this or are you automatically collecting the fees?” Actually, that’s up to you. We can either take out the surcharge immediately when the transaction is settled, and before you are funded, or you can pay us the collected surcharge amounts at the end of the month in one lump sum.</p>



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Step-by-step process	
<p>1. Please note, Elavon does not support surcharging in the following regions:</p> <ul style="list-style-type: none">• Colorado• Connecticut• Maine• Massachusetts• Puerto Rico• Canada <p>2. Pick a supported SMB product</p> <p>Class A Terminal:</p> <ul style="list-style-type: none">• Tetra Desk 3500• Tetra Desk 5000• Tetra Move 5000 <p>Converge:</p> <ul style="list-style-type: none">• Billing & Invoicing• Virtual Terminal (Moto/POS, iPP320, iSC250 & Link2500)• Hosted Payments Page• Buy Button <p>talech:</p> <ul style="list-style-type: none">• talech SaaS (talech Mobile only)• Moby/5500• Link/2500• Also supported with talech Invoicing on Mobile <p>3. Pick a rate*</p> <p>If a merchant does not have Debit Optimization on the account, you must select either 3.5% or 4% to avoid negative revenue generation.</p> <ul style="list-style-type: none">• 3%: Average ticket of \$10-\$200• 3.25-3.50%: Average ticket \$5-\$10 or >\$200• 4%: Payments heavily weighted by International and/or Corporate/P Card acceptance• Merchants pay a flat-rate of 1% + \$0.25 per transaction on signature and PIN debit card payments	<p>4. Pick a managed surcharge plan</p> <p>A. Acquirer Managed: The processor removes the surcharge amount collected prior to depositing funds in the merchant's DDA. No debit of the surcharge amount will appear on the account at the end of the period.</p> <p>B. Merchant Managed: The surcharge amount merchants collect will be funded to a DDA as part of a funding file for a batched submission. At the end of the billing period, the merchant will see a debit against their account for total surcharge amounts collected, and were funded for, over the course of the billing cycle.</p> <p>5. Prepare customer for card brand compliance</p> <p>A. The merchant must notify Visa and Mastercard of the intent to surcharge. The "notification number" provided to the merchant must be submitted as part of the boarding process:</p> <ul style="list-style-type: none">• VISA• Mastercard <p>B. Post disclosures at the point of entry and/or point of sale to alert cardholders prior to completing a credit card payment. For Class A terminals, we provide stickers during terminal deployment. For Converge integrators, our solutions consultants provide guidance on how to post disclosures.</p>

*rates quoted are as of 3/21/22

Internal Use Only

*Certain state or local laws may restrict or limit the amount of the surcharge percentage. Although we offer surcharging in most states, Merchants are responsible for determining the legality of surcharging in their states, and merchants are liable if their activities are found to be unlawful.

