

The Future of CREDIT CARD PROCESSING is CASH DISCOUNTS

PayLo

What is a Cash Discount?

With the increase in reward programs, credit card processing has become increasingly expensive for merchants. Many are looking for solutions to be able to keep accepting cards, but avoiding the monthly processing bills.

An answer to this dilemma has been found in recently formulated cash discount programs - which were federally authorized in all 50 states in 2011.

Cash discount programs allow merchants to share or pass on credit card fees to customers in the form of a small per transaction service fee - typically a flat fee that when averaged out at the end of the month, more than covers the cost of interchange.

To learn more about Cash Discount Programs, visit getpaylo.com

Real Life Application



"After all these years, I've been paying huge monthly fees and rental fees with my machines but PayLo was a much better deal. The new way with PayLo is a lot better for us. Our customers don't mind the \$1.00 fee because instead of them going to the ATM around the corner paying the \$2.00 to pull out money, they are just getting charged that one-time \$1.00 service fee."
- George Lopez, Owner of T Town Music.

T Town Music, located in Dallas, Texas, recently joined the PayLo Cash Discount Program in March 2017. With an average ticket size of \$20 and a service fee of \$1.00 per transaction, the PayLo program was the perfect solution to help them lower their credit card processing fees.

After switching to PayLo, T Town Music was able to eliminate their average interchange fees of \$162 and instead only had to pay a **\$99** monthly program fee.

With this kind of savings, they are projected to save **\$752** in the next year. By integrating the PayLo program, T Town Music has not only decreased their processing fees, but has consistently retained credit card usage as well as customers. Monthly card sales volume has steadily remained with an average of \$2,698 per month.

Monthly Average	Aug. 2016 - Feb. 2017	March - Sept. 2017	Difference	Annual x12
Sales Volume	\$2,556	\$2,698	\$142	
Processing Fees	\$1,132	\$99.00	-\$1033	-\$752

Monthly sales volume has remained consistent with the average of **\$2,698** per month. The merchant is looking to save over **\$752** on credit card fees in 2017.

Ready to learn more?

