

Dual Pricing Checklist

Helping Merchants follow the AFS' Dual Pricing Program Guidelines

sales.go-afs.com/dual-pricing-guidelines

Signage and Disclosure

- Display clear and appropriate [signage](#), with at least a 12-point font size and the appropriate Dual Pricing language, at all entry points to any location where the Dual Pricing Program is available.
- Confirm that all signage displays the dual pricing language
- Clearly disclose the full price of an item along with the discount applied at the point of sale, ensuring that all buyers have a clear understanding of the AFS Dual Pricing program.

* If you are only displaying one price, it must be the credit price.

Discount Rates and Transaction Fees

- Clearly communicate to customers that payments made with cash or check will receive a discount
- Ensure all changes to your discount rate have been made by contacting [ASF Support](#) or your agent

Compliance with Laws and Regulations

- Ensure guidelines are followed by accessing [AFS' Dual Pricing Program Resources](#) for updated guidelines and resources to keep you informed.
 - Complete the Dual Pricing MPA which can be [found here](#).
- Do not charge any additional fees or surcharges for payments made with electronic payment methods

Potential Consequences of Non-Compliance

- Review any potential penalties or fines for non-compliance with AFS' Dual Pricing Program

*****Failure to follow the compliance will result in fines from Visa that will be passed directly through to the merchant.*****

Merchants, please use this AFS' Dual Pricing Compliance Checklist to ensure you are following all guidelines accurately. This checklist can help ensure that you remain compliant and avoid any potential issues with AFS' Dual Pricing regulations.

QUESTIONS? CONTACT US.

Questions should be directed to support@go-afs.com or your agent.