

# Dual Pricing Checklist

Helping Merchants stay Updated  
with AFS' Dual Pricing Program

[sales.go-afs.com/dual-pricing-guidelines](https://sales.go-afs.com/dual-pricing-guidelines)

This checklist will help guide you to the steps and links to information to start using the AFS Dual Pricing Program at your location.

## Signage and Disclosure

- Display clear and appropriate [signage](#) with appropriate Dual Pricing language, at all entry points to any location where the Dual Pricing Program is available.
- All posted pricing should show a Cash Price and a Credit Price.
  - \* If only showing one price, that price should be your Credit Price.
- Update your credit card processing device to a Dual Processing application
- Ensure the card brand guidelines are followed regarding credit card processing.

## Discount Rates and Transaction Fees

- Clearly communicate to customers that payments made with cash or check will receive a discount
- Confirm your device is setup to process Dual Pricing - Run a test transaction for cash to see the discount is applied. If not, reach out to our [Support Team](#) or your Agent for assistance with your device update. Ensure the Credit Price is listed on the Terminal

## Compliance

- Do not charge any additional fees or surcharges for payments made with electronic payment methods  
Read, sign and submit the [Dual Pricing Addendum](#)

## Potential Consequences of Non-Compliance

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

## QUESTIONS? CONTACT US.

Questions should be directed to [support@go-afs.com](mailto:support@go-afs.com) or your agent.

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