



On October 1st, 2011, **Veteran Payment Systems** will pass on an **85% cost reduction** on check/debit card transactions to each of our auto dealerships. Is your payment processor passing on an 85% check/debit discount to your dealership?

At the end of June, the Federal Reserve Board finalized new rules to regulate Interchange for check/debit card sales in accordance with the Durbin Amendment. Beginning October 1, 2011, the cost of signature and pin based Visa and MasterCard check/debit card transactions will be capped at \$0.22 and .05% per transaction.



What does this mean for your dealership? A standard auto dealership generates 10,000 transactions per year averaging \$200 per transaction. Of those transactions, 30% are typically check/debit cards. Today, the cost of a \$200 check/debit transaction is \$2.18. Beginning October 1, that same transaction will cost \$.32 or 85% less!

Average Dealership Credit Card Volume =	\$2,000,000,000 Volume
Average Dealership Credit Card Sale is \$200 =	10,000 Transactions
30% of Those Transactions are Check/Debit =	3,000 Check/Debit Cards
3,000 Transactions x \$1.86 Cost Reduction =	\$5,580 Annual Savings

Not all processors will pass on the Durbin discount to their merchants. Veteran Payment Systems is an “Interchange Plus” processor, meaning we pass on all Visa and MasterCard discounts. **Is your dealership receiving the Durbin discount?**

www.VeteranPaymentSystems.com
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