

Capital Bankcard®

Are you Getting the Savings you Deserve?

With the new Durbin Amendment you could save anywhere from 40-80% in debit transaction costs. **Learn how!**

WHAT IS THE DURBIN AMENDMENT AND HOW DOES IT AFFECT DEBIT COSTS?

The last-minute amendment submitted by Senator Richard Durbin assigned the Federal Reserve the role of placing a reasonable and proportional limit on debit card interchange fees and opened up the interchange networks for competition. Among other stipulations, the Durbin Amendment and the decisions of the Federal Reserve will require the following key changes:

- Establishes a fee ceiling – a \$0.21 fee on all transactions, down significantly from the previous fee – plus 1-cent fraud charges and .05 percent fee for fraud losses. This only applies to cards issued from banks with more than \$10 billion in assets (an estimated 85% of all transactions).
- Lets merchants impose a \$10 minimum on credit card transactions and offer a discount to customers who pay with debit or cash.

WHAT DOES THIS MEAN FOR YOUR BUSINESS?

There is an opportunity for many merchants to save on debit card transactions depending on their current pricing structure.

Will the changes benefit you? Let a Capital Bankcard sales representative review your statement and make sure you are getting the savings you deserve!

By the numbers

Here is the breakdown based on an average \$38 debit purchase:

Before Durbin:

Average fees charged to Merchant - \$0.44

After Durbin:

Average fees charged to Merchant - \$0.24

Cost Savings:

Average savings to Merchant - \$0.20