

A new Visa program helps you offset the costs of card acceptance

As residents and their families increasingly prefer a card payment option, processing fees have made it difficult for many Senior Living Providers (SLPs) to accept card payments. Fortunately, Visa® offers a new program to help SLPs offset the cost of card acceptance.

Visa Senior Living Program changes the Cardholder Fee Rules

This program gives SLPs the ability to charge a cardholder fee to residents and families who choose to use a Visa card for payment.

Card usage fees would not stop cardholders from making card payments

69% would consider using a credit card even with a 2% processing fee¹

52% would still consider using a debit card with a \$10 processing fee¹

Revised Fee Rules give SLPs more options

Current Convenience Fee Rules	Revised Fee Rules
Flat or fixed fee	% based fee allowed (4% max credit/1% max debit)
Same fees for credit, debit, ACH in same channel	Different fees can be charged for credit, debit, ACH
No fees allowed on recurring payments	Fees allowed on recurring payments
No fees allowed on face-to-face transactions	Fees allowed on face-to-face transactions

For questions regarding the Visa Senior Living Program, call 248-567-7300 or email learnmore@revspringinc.com.

Visa card acceptance offers many other benefits for SLPs:

- **Increased efficiencies** with reduced paperwork and less time processing checks
- **Reduced delinquencies** with automated payments
- **Fewer billing inquiries** and reduced write-offs
- **Better cash flow** with real-time payout*
- **Accessible payment option** that makes it easier to close sales on the spot (most everyone carries a card but may not carry a checkbook)

Residents and families also enjoy benefits from card payments



Convenience

Eliminates the hassle of writing checks and enables the resident to set up automatic recurring payments



Flexibility

Gives residents and families a choice of payment options



Security

Gives residents and families an extra level of protection with Visa's Zero Liability Policy²



Rewards

Residents can turn payments into miles, points or cash back if they have a rewards card

Card payments are increasingly preferred by residents and their families

73% would consider using credit cards for their monthly Senior Living bill¹

67% would consider using debit cards for their monthly Senior Living bill¹

Card acceptance gives Senior Living Providers a competitive advantage

67% of consumers surveyed would choose a Senior Living Facility that accepts credit cards over another that does not¹

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¹ Visa Long-Term Care Study, January 2018. Research conducted by ORC International Inc., commissioned by Visa.

² Visa's Zero Liability policy does not apply to certain commercial card and anonymous prepaid card transactions not processed by Visa. Cardholders must use care in protecting their card and notify their issuing financial institution immediately of any unauthorized use. Contact your issuer for more detail.

*Actual funds availability depends on receiving financial institution and region

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