

Dual Pricing Guide for Restaurants

The Complete Guide to Virtually Eliminating Credit Card Processing Fees

Brought to you by:

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Providing Payment Processing since 2004

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Introduction



About the Guide

Dual Pricing For Restaurants

Welcome to the guide on how your restaurant can eliminate virtually all of your credit card processing fees by implementing dual pricing at your establishment. In this guide we will explain what dual pricing is, the benefits of dual pricing as well as what it takes to implement dual pricing.

The Current Operating Arena for Many Restaurants:

The restaurant landscape has always been difficult with restaurant owners and managers having to juggle a host of challenges at the same time. Today's restaurant owner faces the following challenges in running their restaurant.

1. Technology problems such as POS issues
2. Online Ordering
3. Delivery
4. Delivery Companies such as Door Dash
5. Contactless Ordering
6. The Rising Cost of Labor
7. Finding Labor
8. Rising Cost of Food
9. High and add on credit card processing fees
10. Clunky and out of date POS systems
11. Poor customer service from their technology provider

Added to all these challenges is the fact that many restaurants run on razor thin margins and you can see why it makes sense to explore dual pricing which can significantly increase your bottom line.

With all the factors you have to deal with these days doesn't it make sense to look at a program that could save your operation hundreds or thousands of dollars each month.

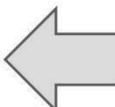
What is Dual Pricing?

In its simplest form dual pricing builds the cost of processing credit cards into your regular prices and then gives customers who pay with cash a discount.

How Dual Pricing Works

- Menus list everything in card prices with the cost of card processing added
- When the customer is given the check they are shown both payment options.

Rush Restaurant	
Dine in	
Order # 1224	
1 Guest	
Server: Glen	
Cashier: Glen	
Register: Glen 76vi	
2024-02-01 2:30	
1 New York Strip Steak	\$21.95
1 Baked Potato	\$6.95
1 Heineken	\$ 6.95
Amount Due:	\$35.85
Cash Amount Due:	\$34.41

 Customer chooses to pay by cash or card

Rush Restaurant
1250 Market St.
Uptown, SC. 29928
888-888-8888

Your customer can choose to pay with cash or with a card, their choice. No matter which method they choose you receive your full cash price.

How does Dual Pricing affect my bottom line profitability.

If your restaurant takes a lot of credit card payments then implementing dual pricing will have a significant and quite possibly a large positive effect on your overall profitability.

Let's look at an example of how your restaurant can profit by implementing Dual Pricing.

Let's say your restaurant currently has card revenue of \$12,000 per day. If your average fee is 4% then credit card processing fees would be \$480 per day. In an average 30 day month you are "eating" \$14,400 per month in card processing costs. That's a whopping total of \$172,800 per year in credit card fees.

This is not an unusual case. If you are not using dual pricing in your restaurant then you are seeing a lot of your revenue used for credit card processing fees. Just think of how much better, easier and more profitable your restaurant life would be if you did not have to absorb these monthly processing fees.

Implementing Dual Pricing can save you the hundreds or thousands of dollars you are currently spending on credit card fees. This is money that can go towards other restaurant expenses or right in your pocket.

Implementing Dual Pricing

Implementing Dual Pricing normally involves raising your menu prices 4-5%, then letting your customers choose how they want to pay at checkout. Our POS system will be programmed to process whichever method your customer chooses as payment. An experienced dual pricing pro will assist you with implementation of a dual pricing program, making it quick and seamless.

Common Questions about Dual Pricing

Is Dual Pricing Legal?

Dual Pricing is legal in all 50 states

What Price is listed on the menu?

The menu price normally reflects the 4-5% higher card price

How does this program reduce/eliminate my processing fees?

The 4-5% increase covers your card processing fees so you retain 100% of the cash price.

How is this system fair to my customers?

Your expect customer revenue to cover such things as lease payments, utilities, food cost, labor, etc. Isn't only fair that customers cover card processing costs as well?

Does our pos system provide everything needed to offer dual pricing?

Our dual pricing program is a fully integrated and robust POS/Payment Processing system designed specifically for food service establishments. Not only will your customers love the pricing option but you will love working with our system- And you will love the extra money.

What will my customers this of this program

Customers like to have options. By giving them payment options you are creating a terrific customer experience while being completely transparent and at the same time you can eliminate all those costly processing fees. Win-Win-Win

