

Jason Ruedy, Says Merchants Turn to The Cash Discount Plan to Combat Rising Credit Card Processing Fees

Jason Ruedy, President of Emerge Merchant Services Notes Merchants Are Using Cash Discount Plan to Counter Rising Credit Card Fees

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DENVER, CO, UNITED STATES, January 15, 2025 /EINPresswire.com/ -- Jason Ruedy, President, CEO of Emerge Merchant Services says as [credit card](#) processing fees continue to rise, [merchants](#) are feeling the financial strain. In response, many are turning to the "[cash discount](#) plan" as a way to reduce their overall

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processing fees. This plan allows merchants to offer a lower price to customers who pay with cash, effectively encouraging them to choose cash over credit cards.

The increasing popularity of cash discount plans among merchants is a direct result of the frustration they feel towards the rising credit card processing fees. These fees, which are charged by credit card companies for each transaction, can add up to a significant amount for small

businesses. In fact, according to a recent survey, 73% of merchants reported that credit card processing fees were their biggest expense after inventory costs.

By offering a cash discount, merchants are able to offset some of these fees and save money in the long run. This not only benefits the merchants, but also their customers who can enjoy lower prices when paying with cash. However, it is important to note that implementing a cash discount plan may not be suitable for all businesses. It is crucial for merchants to carefully consider the potential impact on their customers and business before making any changes.

While some merchants may be hesitant to implement a cash discount plan, those who have already done so have seen positive results. In fact, some have reported a significant decrease in their credit card processing fees. As a result, merchants who are not offering cash discounts may find themselves at a disadvantage compared to their competitors who are. With the rising costs of credit card processing fees, the cash discount plan is becoming an increasingly attractive

option for merchants looking to save money.

In conclusion, the cash discount plan is gaining traction among merchants as a way to combat the rising credit card processing fees. By offering lower prices to customers who pay with cash, merchants are able to reduce their overall fees and save money. While this may not be suitable for all businesses, those who have implemented the plan have seen positive results. As the trend continues, merchants who are not offering cash discounts may find themselves at a disadvantage.

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