



Accepting Visa Debit for loan repayment is good for you and your customers.

Revised interchange pricing reduces your cost of acceptance

Between consumers' demands for convenience and businesses' desires to reduce costs, debit acceptance for loan repayment has been elevated from a last-resort option to a payment method of choice. And right now, reduced interchange pricing makes it the perfect time to start accepting cards.

Visa Debit acceptance for loan repayment is now more economically advantageous than ever before

The Visa Debt Repayment Interchange Program has lowered interchange pricing for loan repayment, making the cost of accepting Visa Debit cards comparable to check or ACH for lenders. Lenders must enroll in the program to receive the lower interchange rates.

Interchange rates and caps¹:

No fee to consumer	Fee to consumer
Interchange Exempt: 0.65% + \$0.15 (\$0.65 cap)	Interchange Exempt: 0.65% + \$0.15 (\$2.00 cap)

Debit acceptance has benefits for various types of loans:



Credit cards



Mortgages



Auto loans



Student debt



Any consumer loan²

¹ Visa Debt Repayment Interchange Rate noted above is effective as of April 2018. Rates are subject to change from time to time.

² Some restrictions apply. More details are available in Visa Core Rules and Visa Product and Service Rules.

Visa Debit acceptance provides savings for you, convenience for your customers.



Potential Business Benefits

- **Increased customer satisfaction by offering their payment of choice**
- **Improved process efficiency and simplified billing**
- **Real-time payments and good funds model**
- **Simplified tracking and full-circle debit integration**

80% reduction in customer call times³

88% of surveyed organizations say their primary driver for converting to electronic payments is to increase efficiency; 82% to reduce costs⁴

Potential Consumer Benefits

- **Lets customers choose their preferred payment option**
- **Immediately confirmed payments**
- **Increased convenience with electronic statements and recurring payments**
- **Reduced customer service call times**

77% of surveyed consumers who make loan payments with their debit card cite convenience as their top reason⁵

#1 choice for bill payment across almost every age segment⁶

Register for the Visa Debt Repayment Program today to begin offering Visa Debit for loan repayment

Registration Process:

- For a lender to be eligible for the special interchange rate, they must be registered for the Visa Debt Repayment Interchange Program by their acquirer. If a lender has multiple acquirer relationships, each acquirer must register the lender using the registration form.
- Visit Visa Online to download the Visa Debt Repayment Incentive Interchange Program Registration Form.
- Work with your acquirer to complete the form and have them submit to DebtRepaymentRegis@visa.com.

To learn more, contact your Visa Account Executive today.

³ Navigant Consulting, BlueFlame Consulting, J.D. Power & Associates, Mercator Advisory Group Q3 2016. Compares call service time for card payments over ACH.

⁴ 2015 AFP Payments Cost Benchmarking Survey, Association for Financial Professionals Inc. <http://www.AFPonline.org>

⁵ AYTM 2017 Debt Repayment Survey, Quantitative research to understand consumer landscape and preference; Commissioned by Visa; Target: 400 US, Men and Women, 18+ years old; July 17-18, 2017

⁶ Visa U.S. Payment Panel 2005 & 2017; Base: Banked consumers