



GROW YOUR BUSINESS AND YOUR COMMUNITY



Every customer matters when you're a local business. Accepting credit, debit and prepaid cards helps your business grow while saving you money and resources. Your customers get more when you accept electronic payment cards—through greater flexibility, security and confidence. As a business owner, you get more, too. Card payments gives you the time and energy to build relationships and do what you do best, providing great products and services. Plus, you can access customers online, over the phone and with recurring payments. Electronic payments instantly connect you to customers wherever they are, whenever they want to make purchases. For more information visit:

<https://www.mastercard.us/en-us/business/overview/grow-your-business.html>

Encourage your customers to use cards.

Electronic payments help people save time and money, especially those who work hard but can't afford a bank account. In the US, 6.5% of households don't have bank accounts; that is approximately 14.1 million adults. Many live in a cash economy and rely on check-cashers who may charge as much as a \$240 fee to cash a \$2,000 paycheck. You can save your community time and money by encouraging them to use reloadable prepaid cards instead of cash.

Transactions and relationships are secure.

Payment cards help you reduce the risk of cash register theft, counterfeit currency and carrying money back and forth to the bank. Through electronic payments, you maintain a seamless transaction and a professional relationship.

Prepaid cards may provide many of the same benefits as bank debit cards at fees lower than check-cashing.

There is no paperwork, no minimum balance and, like cash, people can't spend more than what they have. They can buy a prepaid card for a low price, have their money or paycheck loaded onto it electronically, and use their card to pay for purchases and bills over the phone, online or by mobile phone. Many people avoid cards because they are afraid of banks or think they cannot afford one. A good prepaid card may give customers the same financial benefits that everyone else has at a very low cost.

Grow your business and community with the help of electronic payments.

Bring customers out of a costly cash economy and provide them with the power to get more from their money. Payment cards can strengthen your community's financial health, which will also help support and grow your business.

Shoppers spend more when using payment cards.

Research shows that shoppers spend up to 16% more when paying with a card. With cards, customers have the ability to buy what they want and need, when and where they want it.

Around the world, customers continue moving from cash to cards.

Payment cards afford shoppers access to their money anytime and anywhere. Online, at the register, over the phone and everywhere payment cards are accepted, customers have the power to purchase.

Payment cards help local businesses compete with larger retailers.

Accepting payment cards builds confidence and trust among your potential customers. You offer the same services as larger competitors while offering the personal attention and expertise they cannot.

Payment cards provide immediate, accurate and transparent accounting.

Record keeping and reconciliation are more detailed and timely than processing checks and depositing cash. Payments from card transactions typically reach your bank account in 24 to 72 hours. You no longer need to wait for checks to clear.

About Master Your Card:

Master Your Card is a community empowerment education program sponsored by Mastercard, that works with committed partners nationwide to bring information about the benefits of electronic payments technology for underserved communities to build brighter financial futures. The program has facilitated presentations and workshops in numerous cities around the country, provided financial education to tens of thousands of students and reached millions through partners' initiatives and education materials.