

Wall Street Calls it 'Repealing Swipe Fee Reform'? **WE CALL IT GREED!**

There they go again. Wall Street, Big banks, Visa and MasterCard are ganging up on Main Street. They are trying to repeal hard fought reforms which save merchants and our customers millions of dollars.

This will squeeze the already small profit margins of our nation's retailers, costing jobs and hurting our communities.



BIG DEBIT'S BIG PROFITS

Visa and Mastercard's net profits are nearly 15x higher than America's top 10 retailers.

Main Street retailers operate on razor thin margins of only 3%.

VISA
47%
Visa


mastercard
45%
MasterCard

63% OF VOTERS AGREE

63% of voters who supported President-elect Donald Trump agree that big banks are taking advantage of retailers who create jobs in local communities.

HOW SWIPE FEE REFORM HELPS CONSUMERS, SMALL BUSINESS AND SMALL BANKS



Lowers debit transaction
costs for retailers by introducing healthy competition



\$5.8 billion
in consumer savings in first year of reform



37,000 jobs
supported in first year of reform



Levels the playing field
for small businesses, who paid more than big ones in swipe fees per transaction before reform



61% of consumers
have free checking as small banks are better able to compete with their big bank rivals

Protect Swipe Fee Reform.

RILA
RETAIL INDUSTRY LEADERS ASSOCIATION
Educate. Collaborate. Advocate.