

COMPLETE 2025 DEALERSHIP GUIDE

Payments and Your DMS: Unlocking Profit with the Right Solution

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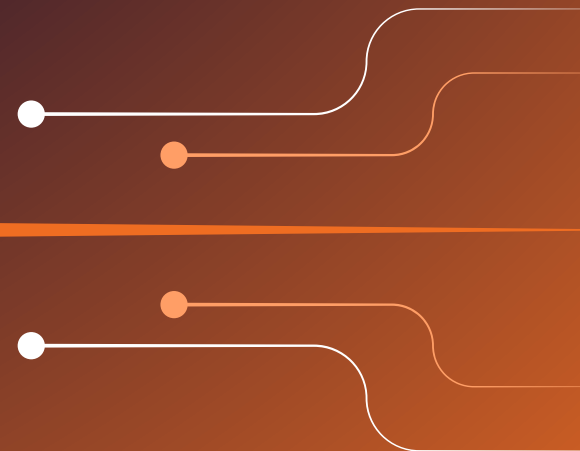
Executive Summary

Auto dealerships operate in a complex environment where efficient payment processing is essential to profitability, compliance, and customer satisfaction.

While traditional merchant processors may seem adequate, they often lack the integration, flexibility, and specialized tools essential to support the high-value transactions and multi-step service processes unique to dealerships. An automotive-specific payment solution, like the one offered by myKaarma, addresses these gaps with features designed for dealership operations, including seamless Dealer Management System (DMS) integration, automated surcharging, and advanced dispute management tools like 3D Secure.

These capabilities reduce transaction costs, safeguard against fraud, and help ensure compliance with state-specific surcharge regulations, particularly in strict environments like California and New York.

By using a solution with an automotive-focused process, dealerships benefit from lower fees, streamlined reporting and reconciliation, and enhanced operational efficiency. This white paper encourages dealerships to evaluate their current payment processing solutions. It highlights the substantial operational and financial gains an industry-specific platform can offer to keep them competitive and compliant.



Introduction

Payment processing in auto dealerships is broken—and it's costing you more than you think. If you're using generic solutions not tailored to your industry's complexities, inefficiencies and unnecessary expenses are undermining your profitability. It's time to turn it around.

For auto dealerships, managing high transaction volumes and substantial payment values is inherently challenging. Processors designed for conventional retail settings often fail to address the unique needs of dealership environments, resulting in added costs, compliance issues, and operational headaches.

The automotive industry demands a tailored payment solution that seamlessly integrates with dealership workflows, automates surcharging to reduce costs, and provides real-time reporting alongside comprehensive dispute management tools.

This white paper identifies the pain points dealerships face with generic payment processors—from high fees and complex reconciliation to limited dispute protection—and explores how an automotive-specific approach can resolve these issues. Equip your dealership with the tools to optimize payment processes, maintain compliance, and drive profitability in a competitive market.

The Need for Automotive-Specific DMS Integrated Payment Processing

Auto dealerships operate in a complex environment that requires precise management of high-value transactions, compliance with strict regulatory standards, and exceptional customer service. Generic payment processors, while sufficient for many industries, are inadequate for the demands of dealerships. Traditional systems typically lack integration with Dealer Management Systems (DMS), complicating workflows and increasing the time staff must dedicate to manual tasks such as data entry and reconciliation.

Operational Challenges with Generic Merchant Processors

With generic processors, this lack of DMS integration results in other inefficiencies for dealerships. The lack of real-time data synchronization with the DMS leads to invoice matching errors, payment posting delays, and additional work in identifying transaction details. For example, generic systems require users to enter and reconcile each transaction manually, resulting in inconsistencies between reported revenue and actual bank deposits. This lack of integration becomes a critical operational burden in a dealership where transactions involve multiple departments—such as parts, service, and finance.

Automotive-Specific Surcharging

Surcharging has emerged as a powerful tool for dealerships, allowing them to pass on transaction fees to customers choosing to use credit cards.

However, many generic processors lack the automation to differentiate between debit and credit card transactions, leading to compliance risks. Some processors indiscriminately apply surcharges across all transactions and refund non-compliant surcharges later, a method that is both legally risky and creates a poor customer experience. Automotive-specific processors provide seamless surcharge management, ensuring that fees are applied only where legally permitted and that each surcharge aligns with local laws, particularly in surcharge-sensitive states (like California and New York).

In addition, automotive-specific processors allow for dual pricing—displaying both cash and credit card prices upfront—offering transparency to the customer from the outset. This functionality helps dealerships avoid the pitfalls of non-compliance, ensuring they provide customers with all necessary information about potential fees throughout their transaction journey.

Surcharging

Adding a fee to credit card transactions to offset the processing costs incurred by the merchant. Surcharging is subject to state-specific regulations and requires compliance with disclosure and fee limitation rules.

Key Features of Auto-Specific Payment Processing Solutions

Automotive-specific payment solutions are tailored to the unique needs of dealerships, offering features that enhance operational efficiency, ensure compliance, and improve customer satisfaction. These solutions offer tools focused on surcharging capabilities, DMS integration, and advanced chargeback management. Each feature helps dealerships operate more precisely, reduce costs, and deliver a seamless customer experience.

1 — Surcharging Capabilities

Surcharging allows dealerships to offset the high costs of credit card transaction fees effectively. An automotive-specific payment processor can automate the surcharging process, applying fees only to eligible transactions and ensuring compliance with state-specific regulations. With automation, dealerships can avoid manual card entry, which reduces errors, minimizes the workload for staff, and reduces liability to disputes and chargebacks. Additionally, dual pricing—displaying both cash and credit prices upfront—helps dealerships meet compliance standards and enhances transparency for customers.

Dual Pricing

The practice of displaying both cash and credit prices for products or services. This transparency helps meet compliance standards for surcharging in certain states and informs customers about potential price differences upfront.

In an ideal solution, surcharging technology integrates seamlessly with mobile and online payment platforms, allowing dealerships to apply the same compliance standards across various customer touchpoints. This ensures that whether a customer pays online, through a payment link, or in person at the dealership, the surcharging experience remains consistent and compliant.

2 — Full DMS Integration

Integration with the DMS is essential for streamlining payment processes in dealerships. An effective solution is fully integrated with leading DMS providers, enabling seamless data flow between systems. This integration eliminates manual data entry, reduces errors, and accelerates reconciliation. Dealership staff no longer need to manually match transactions, a time-intensive task that can lead to inefficiencies, particularly during month-end closing. Real-time DMS integration also supports accurate reporting across departments, ensuring that parts, service, and sales departments can access the latest financial information.

A centralized system where all transaction data is automatically recorded in the DMS helps dealerships minimize administrative work and enhances data accuracy for financial reporting. This functionality is crucial for large dealerships with multiple departments and high transaction volumes, as seamless data flow between systems is vital to maintaining financial accuracy.

3 – Chargeback and Dispute Management

Chargebacks are a frequent challenge in automotive payments, often arising from misunderstandings over parts or service charges. A comprehensive automotive-specific payment solution includes advanced dispute management tools, such as 3D Secure, a two-factor authentication system that shifts liability for fraudulent charges away from the dealership. This added layer of security is especially useful for reducing the risk and financial impact of chargebacks, providing protection for the high-value transactions typical in dealership settings.

Chargeback

A demand by a credit card issuer for a merchant to refund a transaction disputed by the cardholder. Chargebacks can occur for various reasons, such as fraudulent transactions, billing errors, or product/service dissatisfaction

In addition to tools like 3D Secure, these solutions offer reporting features that allow dealerships to track dispute trends and identify potential chargeback risks. By monitoring these trends, dealerships can proactively address recurring issues, such as frequent complaints in service or parts transactions, adjusting their processes to enhance customer satisfaction and minimize future chargebacks.

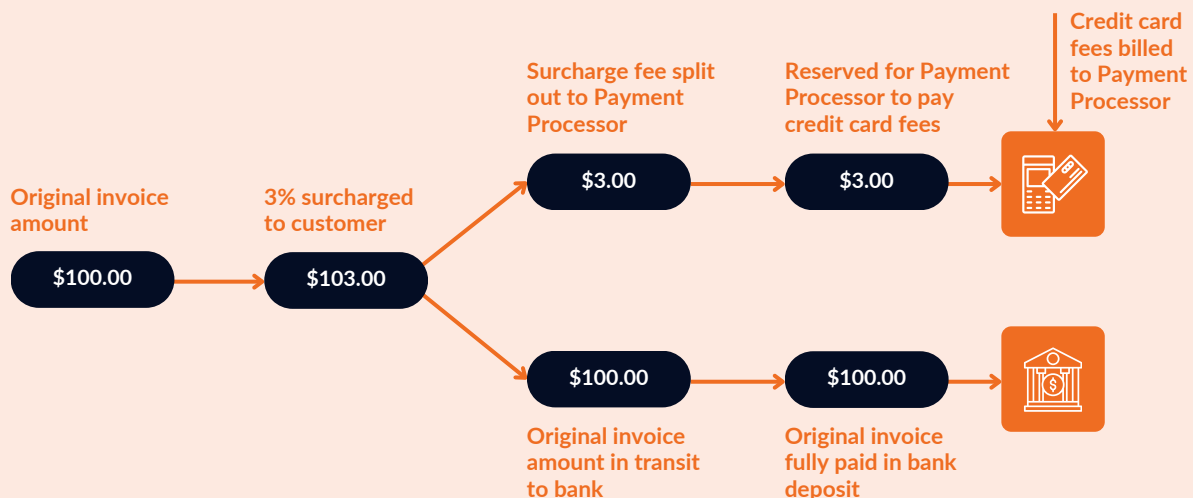


Reducing Costs Through Surcharging and Lower Processing Fees

Auto dealerships incur high processing fees due to the large transaction volumes they accept and customer preferences for using credit cards to collect points. Surcharging has emerged as a valuable strategy, enabling dealerships to

reduce or even eliminate these fees by passing credit card costs to customers when legally permitted, thus protecting dealership margins without compromising the overall customer experience.

How a Compliant Surcharge Payment Process Works



How Surcharging Offsets Transaction Fees

A legally compliant, automated surcharging model can significantly reduce credit card transaction costs for dealerships. A robust automotive-specific payment processor helps prevent costly errors and ensures compliance with state laws by applying surcharges only to

eligible credit card transactions while excluding debit cards. This approach can enable dealerships to save as much as 70% - 80% on credit card transaction fees, freeing up resources for reinvestment in other critical areas, such as customer service and marketing.

Lower Processing Fees through Transparent, Flat-Rate Models

Traditional processors often use an interchange-plus pricing model, which involves transaction fees and additional markups, resulting in unpredictable expenses. Monthly statements are typically complex and layered with fees, making it challenging for dealerships to forecast costs accurately.

Flat-Rate Pricing Model

PROS

- ✓ **Predictable Costs**
A single, flat fee per transaction makes budgeting easy and transparent.
- ✓ **Simple Statements**
Clear, straightforward monthly statements save time and reduce complexity.
- ✓ **Consistency for Variable Sales**
Ideal for dealerships with fluctuating volumes, keeping costs stable.

CONS

- ✗ **Higher Costs on Small Transactions**
Low-value transactions may incur slightly higher fees.
- ✗ **Less Savings on Large Transactions**
High-ticket items could cost less with interchange-plus.

Interchange-Plus Pricing Model

PROS

- ✓ **Potential Savings**
Offers lower fees on select transactions, which may benefit high-ticket or bulk sales.
- ✓ **Detailed Cost Breakdown**
Shows the base interchange rate and processor markup, offering more insight per transaction.
- ✓ **Flexibility for Volume**
High-volume dealerships might save with interchange-plus on certain transactions.

CONS

- ✗ **Unpredictable Costs**
Variable rates make forecasting and budgeting difficult.
- ✗ **Complex Statements**
Multi-layered fees create time-consuming, hard-to-read statements.
- ✗ **Risk of Hidden Fees**
Additional fees are harder to spot, leading to unexpected costs.

An alternative is a flat-fee pricing model, which brings clarity and predictability by applying a consistent, flat percentage fee per transaction rather than fluctuating markups. This transparent pricing structure simplifies financial planning and is especially beneficial for dealerships with variable sales volumes, as it provides greater control over processing costs.

With a flat-rate model, a dealership can anticipate transaction costs accurately, eliminating the need to decipher complex monthly statements. This predictability aligns with the needs of dealership controllers and CFOs responsible for budgeting and profitability, ensuring that financial resources are allocated efficiently.

DEALER SUCCESS STORY

Toyota of Tampa Bay (Morgan Automotive Group) Boosts Efficiency and Cuts Costs with myKaarma's Payment Surcharging Solution

CHALLENGE

Manual payment processing across multiple websites was time-consuming, inefficient, and prone to compliance risks.

SOLUTION

Implemented myKaarma's Payment Surcharging solution for a user-friendly, automated, and compliant payment process.

RESULTS

- ✓ **Reduced reconciliation time** from all day to just two hours.
- ✓ **50% drop in chargebacks** due to improved compliance.
- ✓ **Increased customer satisfaction** with payment links and transparent text-to-pay notifications.

"We've seen a significant drop in the amount of chargebacks we get."

**JARED PERKINS,
CONTROLLER,
MORGAN AUTO GROUP**

Reporting and Reconciliation

Accurate reporting and efficient reconciliation are essential for maintaining financial precision and operational efficiency in an auto dealership. Traditional payment processors often fall short, with limited reporting features that do not address the dealership environment. For example, conventional merchant processors lack detailed information about a dealership service repair order or parts invoice. The settlement to the bank is one lump sum, leaving the dealership to figure out the deposit details. Not only that, but the processing fees applied at the end of the month are not assigned to any particular invoice or department, making accurate cost allocation nearly impossible.

In contrast, an automotive-specific payment processing solution provides robust tools tailored for dealership financial management, enhancing transparency, accuracy, and overall efficiency. This solution categorizes details by department, including the invoice that payment was accepted against, the department that accepted the payment, the user/cashier that accepted payment, how the customer made the payment, and if there were any payment failures, marking the payment back into the DMS. With this level of detail, the back office has all the necessary information to reconcile correctly. Imagine if a customer made a \$100 payment, but in error, staff recorded it in the DMS as \$10. Once the discrepancy was discovered, you would need to manually trace the error to its source—a cumbersome, time-consuming process.

The Importance of Real-Time Reporting

Real-time reporting enables dealership staff to monitor transactions as they occur, promptly identify discrepancies, and make informed decisions using up-to-date financial data. A best-in-class automotive payment solution fully integrates with the dealership's DMS, offering instant access to comprehensive daily, weekly, and monthly financial reports. This real-time visibility is especially critical during high-activity periods, such as month-end closing, when dealerships must consolidate data from multiple departments to ensure that every transaction is accurately accounted for.

Controllers and CFOs depend on this immediate access to transaction data to manage cash flow, oversee departmental budgets, and evaluate profitability effectively. With transaction data updated in real-time, dealerships can avoid the delays that often accompany month-end reconciliations typical with traditional processors. This streamlined approach to reporting reduces the need for manual tracking, allowing dealership staff to focus on higher-value tasks that drive operational improvement.

Simplified Reconciliation Process

A specialized payment processing system automates reconciliation by synchronizing transaction data directly with the DMS. This automation minimizes manual entry, reduces errors, and significantly shortens the time required for reconciliation. Each transaction can be automatically tagged to its corresponding service or parts invoice, simplifying revenue tracking across departments and ensuring all payments align with DMS records.

This streamlined reconciliation process is particularly valuable at month-end, when dealership finance teams often work under pressure to finalize reports. DMS integration allows finance staff to complete reconciliations in hours rather than days, providing more time for review and planning activities. This operational efficiency improves overall dealership performance and contributes to a smoother financial close.

Visibility into Surcharge and Processing Fees

Automotive-specific payment solutions provide detailed reporting on surcharge applications and transaction fees, giving dealerships insights into cost-saving strategies, compliance verification, and fee management. This transparency allows dealerships to monitor surcharge revenue across different payment methods, track compliance with state-specific regulations, and make data-driven decisions on payment strategies. Dealership leaders benefit from this visibility, as it enables them to analyze how processing fees impact profitability and pinpoint additional opportunities for cost reduction.

For instance, by reviewing surcharge reports, dealerships may uncover trends in customer payment preferences, such as a higher percentage of credit card use for high-ticket items. This insight allows the dealership to refine payment policies and optimize the customer experience while maximizing financial efficiency.



Compliance and Security in Payment Processing

Compliance and security are essential for auto dealerships, as non-compliance with surcharging regulations or data security requirements can lead to significant penalties and harm the dealership's reputation. An automotive-specific payment processing solution addresses these challenges by automating compliance, enhancing security measures, and adapting to changing regulations, thereby protecting dealerships from legal and financial risks.

Automated Compliance for Surcharging

While surcharging is beneficial for offsetting transaction fees, it is subject to complex regulations that vary by state. In states like California and New York, surcharging practices require upfront price disclosures to customers. An industry-specific solution ensures compliance by automating surcharge calculations and applying them only to eligible transactions.

This automation relieves dealership staff from manually verifying each transaction's surcharge eligibility, reducing the risk of errors that could lead to legal issues.

Additionally, the solution provides dual pricing, displaying both cash and credit prices upfront to maintain transparency and meet compliance requirements in states with stringent surcharging regulations. To do dual pricing correctly in California and New York, for example, the merchant processor and dealer can not only apply a surcharge at the last moment before payment but must make that visible to every other customer touchpoint like service scheduler, check-in, and eMPI. This approach allows dealerships to avoid pitfalls associated with manual surcharge applications, ensuring practices align with legal requirements and customer expectations from the beginning of the purchasing journey.

ServiceCart™ Video MPI

myKaarma's ServiceCart™ Video MPI tool details credit and debit rates throughout the service process, not just at the moment of payment. This is required for surcharging compliance in California and New York.

🛒 \$1372.39 Checkout ▾	
Approved subtotal:	\$220.00
Services in Cart subtotal:	\$1009.55
Misc Shop Supplies (max \$59.95):	\$59.95
Taxes:	\$82.89
Show prices in: Credit Debit	
<div>My Cart (4) Approved Services (2)</div>	
Example recommendation for the failed inspect tires	\$148.36
remove	view details
Fix air pressure	\$277.17
remove	view details
Drivers front cornering light is out, replace bulb	\$148.36
remove	view details
Replace all tires	\$435.66
remove	view details

My Cart Details ✕	
Credit Prices¹ Debit/Cash Prices	
Estimated Cost of Visit:	\$1372.39
<div>My Cart (4) Approved Services (0)</div>	
Drivers front cornering light is out, replace bulb	\$148.36
remove	view details
Replace all tires	\$435.66
remove	view details
Fix air pressure	\$277.17
remove	view details
Example recommendation for the failed inspect tires	\$148.36
remove	view details
My Cart subtotal¹²	\$1009.55
Approved Services subtotal	\$220.00

Data Security and PCI DSS Compliance

The Payment Card Industry Data Security Standard (PCI DSS) outlines requirements for handling customer payment data securely. An automotive-specific payment processor adheres to PCI DSS, ensuring all customer card information is protected against unauthorized access. By following PCI standards, the solution minimizes the risk of data breaches, which could otherwise lead to financial and reputational damage for dealerships.

Payment Card Industry Data Security Standard (PCI DSS)

A set of security standards designed to protect cardholder data and prevent data breaches.

Compliance with PCI DSS is mandatory for all businesses that process credit card payments.

Beyond PCI compliance, an ideal solution employs advanced security protocols to protect transaction data. Tools such as tokenization and encryption ensure that sensitive card details are not stored in an unprotected format. This high level of security is crucial for dealerships, where high-value transactions make them prime targets for potential fraud. By securing payment data, the solution reinforces trust in the dealership's payment processes and provides peace of mind to the dealership and its customers.

Tokenization

A security measure where sensitive card data, such as the credit card number, is replaced with a unique, randomly generated token. This token can process payments without exposing card data, enhancing security and reducing the risk of data breaches.

3D Secure and Fraud Liability Shift

Fraudulent chargebacks are costly for dealerships, leading to financial losses requiring significant time to resolve. Automotive-specific payment solutions include tools like 3D Secure, a two-factor authentication protocol that shifts fraud liability away from the dealership. This feature adds an extra layer of verification for online and card-not-present transactions, requiring cardholders to authenticate purchases before processing.

By using 3D Secure, dealerships reduce the risk of fraudulent transactions and avoid the associated costs of chargebacks. This security measure is invaluable in a dealership setting, where high transaction values make fraud prevention essential to protect revenue and maintain a positive customer experience. Furthermore, the liability shift that accompanies 3D Secure prevents dealerships from bearing the cost of fraud, enabling them to operate confidently with fewer disruptions.

myKaarma and 3D Secure successfully protected a BMW MINI dealership from a fraudulent transaction

*We have good news for you! The disputed payment from April 23, 2024 for account BMW MINI of ***** was successfully resolved in your favor by your customer's bank or credit card company.*

This means that \$8,347.67 USD will be returned to your account in the next few days. Read more about fees [here](#).

You can see this in your dashboard [on the payouts page](#).

There's no further action required. However, in case it's helpful, you can find more information about the original charge right from your dashboard:

[View in Dashboard](#)

Ongoing Compliance Monitoring and Adaptation

Automotive-specific payment processors are designed to adapt to evolving legal and regulatory requirements. By staying updated on changes in surcharging laws and data security standards, these solutions proactively ensure that dealerships remain compliant even as regulations evolve.

This ongoing compliance monitoring is especially beneficial for dealerships operating across multiple states.

A solution that automatically adjusts surcharge applications and reporting based on state-specific requirements helps reduce the risk of regulatory infractions. This adaptability ensures dealerships that their payment practices are consistently aligned with the latest legal standards, allowing them to focus on providing excellent customer service without the burden of compliance risks.

Why Choose myKaarma as Your Automotive-Specific Payment Processing Partner

In an industry as specialized as automotive, the right payment processor can make a substantial difference in profitability and operational efficiency. myKaarma stands out as a comprehensive, automotive-specific payment processing partner, providing features and support designed to meet the unique demands of auto dealerships. By choosing myKaarma, dealerships benefit from advanced integration, streamlined compliance, and support focused on enhancing the customer experience:

1 — Seamless DMS Integration for Operational Efficiency

myKaarma's payment processing solution is fully integrated with leading Dealer Management Systems, enabling real-time data sharing across departments. This integration can alleviate the administrative burden on dealership staff, allowing them to focus on customer service rather than managing data across disconnected systems. With myKaarma's, service advisors, parts departments, and finance teams all have access to accurate, up-to-date transaction information that flows automatically into the DMS.

The operational efficiency gained from DMS integration translates into significant time savings. For example, myKaarma reduces the time spent on reconciliation and reporting by automating these processes, enabling finance teams to close month-end faster and with

greater accuracy. This streamlined workflow is particularly valuable for large dealerships, where even small time savings per transaction can lead to substantial productivity gains.



Switching to an automotive-specific payment solution has been a game-changer for us. We've drastically reduced the time spent on reconciliation—from an entire day to just a couple of hours—while saving significantly on processing fees. The clear, concise statements and robust fraud protection have also made it far easier to track savings and handle compliance, helping us reduce chargebacks by at least 50%.

JARED PERKINS, CONTROLLER, TOYOTA
OF TAMPA BAY, MORGAN AUTO GROUP

2 — Advanced Compliance and Security

Compliance with surcharging regulations and data security standards is paramount for auto dealerships, especially in states with strict laws. myKaarma regularly collaborates with specialized attorneys in the payments sector to thoroughly assess compliance across multiple states. Our software provides automated compliance features, such as dual pricing and state-specific surcharge applications, ensuring that dealerships adhere to legal requirements without placing additional workload on staff. myKaarma's platform is PCI DSS compliant and equipped with 3D Secure to safeguard against fraudulent transactions and chargebacks.

myKaarma allows dealerships to operate confidently in a complex regulatory environment by automating compliance and enhancing security. This support is essential for dealerships looking to protect their brand reputation and avoid the financial penalties associated with non-compliance.

3 — Tailored Reporting for Financial Insights

myKaarma's reporting tools provide the financial insights that matter most to dealerships. From surcharge savings to transaction-level details, dealerships gain comprehensive visibility into their payment processing activities. This tailored reporting helps dealerships monitor performance, identify cost-saving opportunities, and verify compliance with surcharge and fee regulations. By offering customized, dealership-specific insights, myKaarma supports data-driven decision-making, enabling leadership to optimize revenue and improve operational efficiency.

4 — Responsive Customer Support and Industry Expertise

One of the standout qualities of myKaarma's offering is the responsive customer support tailored to the needs of dealerships. myKaarma's team includes industry experts who understand the operational and financial challenges unique to automotive businesses. This expertise is invaluable, as it enables myKaarma to provide proactive recommendations and address issues quickly, reducing downtime and ensuring a smooth payment processing experience for staff and customers.

In addition to standard support, myKaarma offers ongoing consultation services to help dealerships optimize their payment processes. Whether implementing a new feature, troubleshooting a compliance question, or evaluating surcharge performance, myKaarma's team is available to assist, giving dealerships confidence that they have a reliable partner invested in their success.

\$1 Million in Savings, a Real-World Success Story

Many dealerships that have adopted myKaarma's solution have seen tangible improvements in their financial operations. For instance, one dealership group processed over \$50 million in payments in one year across three locations with myKaarma payment processing. During this time, they saved 1 million dollars in processing fees through surcharging.

Taking the Next Steps

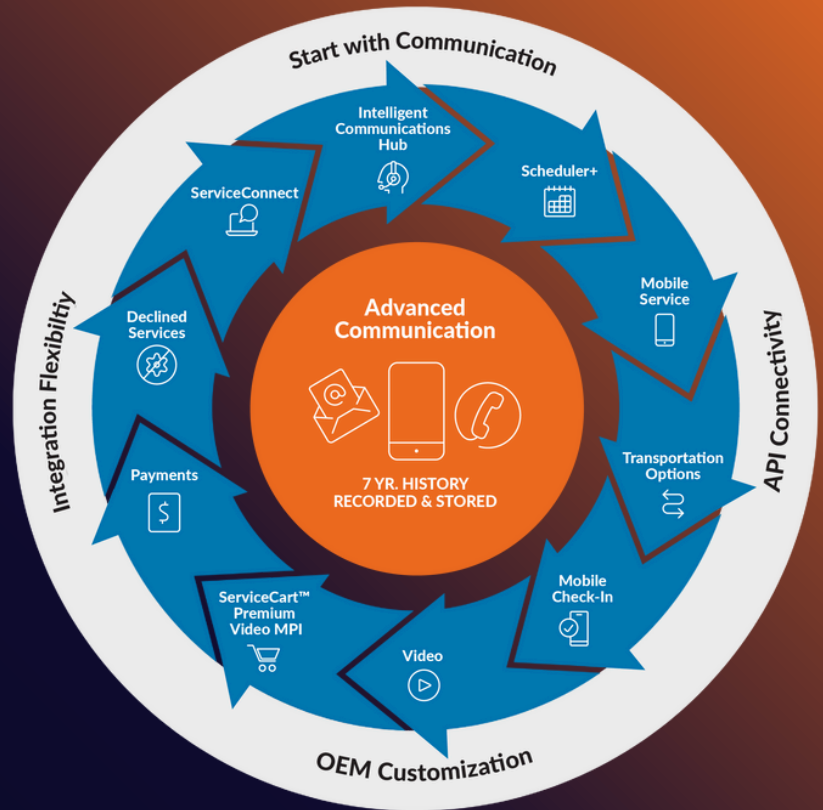
Dealerships interested in exploring the advantages of automotive-specific payment processing are encouraged to connect with myKaarma for a consultation.

Learn how myKaarma's solution can be customized to meet the unique needs of your dealership and discover the potential savings and operational improvements that come from working with a dedicated, automotive-focused payment partner.

About myKaarma

myKaarma is a Service Lane Technology platform that delivers **Exceptional Customer Interactions** for franchise auto dealers.

Our dealers experience the benefits of using a platform meticulously engineered to communicate with customers at every aspect of the service, repair, and maintenance journey. We provide an organic self-contained system that is easy to use and saves time. It is designed *from the customer-in*, ensuring that every interaction with your customers is positive and memorable.



Everything Fixed Ops myKaarma Service Platform At A Glance

16%

LIFT IN RO
DOLLARS

\$21b

IN PAYMENTS
PROCESSED

423m

TEXT MESSAGES
TRANSMITTED

9.5m

VIDEOS
RECORDED



Dedicated Focus

An entire company, including 75 software developers, focused on nothing but Service Lane Technology.



Purposeful Integration

10 years of in house development and organic improvement vs acquisition and lack of integration.



Communication Core

We believe the relationship starts and ends with effective communication and we have built our entire platform with customer communications at the heart of it.

EVERYTHING FIXED OPS

Contact us at sales@mykaarma.com | mykaarma.com

Audit your existing payment processor

By asking these questions, a dealership can thoroughly evaluate potential payment processors and choose a solution that meets their specific operational, financial, and compliance requirements. Remember, a well-informed decision can lead to increased profitability, streamlined workflows, and enhanced customer satisfaction.

Fees and Pricing Structure

- **What is your pricing model (e.g., flat-rate, interchange-plus)?** Traditional processors often use interchange-plus pricing, resulting in unpredictable expenses, while automotive-specific processors may offer transparent, flat-rate models for better cost forecasting.
- **What are your transaction fees for different payment types (e.g., credit cards, debit cards, ACH)?** Understanding the fee structure for various payment methods is crucial for managing overall processing costs.
- **Are there any hidden fees or additional charges?** Transparency in pricing is essential to avoid unexpected costs.

DMS Integration

- **Do you integrate with our Dealer Management System (DMS)?** Seamless integration with the dealership's DMS is critical for automating data flow, reducing manual entry, and improving accuracy in financial reporting.
- **How does the integration work in practice?** Understanding the technical aspects of the integration will help assess its effectiveness in streamlining workflows.

Surcharging Capabilities

- **Do you offer automated surcharging solutions?** Automated surcharging is crucial for efficiently managing transaction fees and ensuring compliance with state-specific regulations.
- **Can your system differentiate between debit and credit card transactions for surcharging purposes?** Accurate card-type identification is necessary to apply surcharges only to eligible transactions and avoid compliance issues.
- **How do you handle compliance with surcharging regulations in different states (e.g., California, New York)?** Ensure the processor's surcharging features adhere to state-specific disclosures and fee limitations requirements.
- **Do you offer dual pricing options (i.e., displaying both cash and credit prices)?** Dual pricing enhances transparency and helps meet compliance standards in states with strict surcharging laws.

Dispute Management Tools

- **What tools do you provide for managing chargebacks and disputes?** Effective dispute management is crucial for minimizing financial losses and resolving customer issues.
- **Do you offer 3D Secure for added transaction security?** 3D Secure provides an extra layer of verification, reducing fraud risk and potentially shifting liability away from the dealership.
- **What reporting and analytics do you offer for tracking dispute trends?** Identifying dispute patterns can help dealerships proactively address issues and improve customer satisfaction.

Reporting and Reconciliation

- **What reports do you provide, and how frequently are they available?** Comprehensive reporting is essential for monitoring financial performance, tracking surcharge revenue, and verifying compliance.
- **Do you offer real-time reporting capabilities?** Real-time data access allows dealerships to monitor transactions and make informed decisions based on up-to-date information.
- **How does your system simplify the reconciliation process?** Automated reconciliation features significantly reduce manual effort and minimize errors in financial reporting.

Security and Compliance

- **Are you PCI DSS compliant?** PCI DSS compliance is mandatory for handling sensitive cardholder data securely.
- **What security measures do you have in place to protect transaction data?** Encryption, tokenization, and other security protocols are crucial for preventing data breaches and fraud.
- **How do you stay up-to-date with evolving compliance regulations?** Ensure the processor proactively adapts to changes in legal and regulatory requirements.

Customer Support and Industry Expertise

- **What level of customer support do you offer?** Responsive support is vital for addressing issues quickly and minimizing downtime.
- **Do you have experience working specifically with auto dealerships?** Industry expertise ensures the processor understands the unique needs of the automotive sector.
- **Can you provide references from other dealerships using your services?** Speaking to other dealerships that use the processor can provide valuable insights into their experiences and satisfaction levels.



my**kaar**ma