

Bold Payment's HERO Pricing Program

HERO (Higher Earning Revenue Options) is Bold's margin protection movement—built to help merchants stay profitable as payment costs rise, while giving partners compliant, sustainable dual pricing and surcharging plans they can confidently deliver to their merchants.

Protect Your Margins. Strengthen Your Relationships.



Designed for Partners Who Want to Grow.

HERO provides Bold partners the ability to grow their business and avoid uncomfortable pricing conversations. It is a compliant, streamlined pricing strategy approach that protects merchant margins and creates long-term earning potential for everyone involved.



Built for Merchants Who Want to Save.

HERO is built for merchants who want to save without sacrificing customer trust or transparency. By drastically reducing merchant processing fees and eliminating monthly statement surprises, merchants can now operate confidently knowing their pricing strategy is designed to support their growth.

HERO Pricing Strategies

1. Dual Pricing
2. Cash Discounting
3. Surcharging

Why the HERO Pricing Program

- Navigate Pricing Strategies with industry leading support designed to simplify the complexity of compliance.
- Catapult earnings with repeatable go-to-market strategies reducing friction around fees.
- Decrease merchant expenses while strengthening retention with Bold's transparent approach.

Your Path to Growth

1. Choose your level of involvement with Bold's partner-first program.
2. Utilize Bold's training and expertise to confidently deliver messaging to merchants around pricing options.
3. Build a plan for growth with Bold representatives supporting you every step of the way.