

# Davis & Davis Floor Covering

2085 Franklin Turnpike  
Danville, VA 24540  
(434) 836-5991

Secretary Jennifer Johnson  
Board of Governors of the Federal Reserve System  
20th Street and Constitution Avenue NW  
Washington, DC 20551

Dear Secretary Johnson:

As a small retailer located in Danville, Virginia, I would like to see the debit card swipe fees lowered. It is my hope that you will continue working towards this through the proposed rule in the Wall Street Reform and Consumer Protection Act that was signed by our president last year. This ruling would be very beneficial for small businesses, especially at this point and time.

For the past thirty-seven years, I have owned and operated a retail flooring covering store. At this time, I mostly accept Visa and MasterCard. The fees that are associated with these cards can get quite high for small retailers like myself. Personally, I feel that the reason so many of us retailers sell merchandise at high prices is because they are trying to cover the cost of swipe fees. We have to make up for the fees somehow. Otherwise, our profits will be cut into. I have been in some businesses that charge customers more if they pay with a card.

There are fees for small business every way we turn. For example, many credit cards have reward points on them. Retailers are paying for this, and consumers are not even aware of it. They just assume that we get every nickel they spend. They simply do not know the cost of doing business these days. Already, our sales have been down somewhat with the sluggish economy. I sincerely hope that you will take the necessary actions to insure that the proposed rule stay intact so that we can see these debit fees lowered.

Thank you,



Joseph Davis