

Merchants Payments Coalition: Debit Card Fast Facts

#2 The Onion¹ (an editorial satire) recognized how ridiculous some of the big bank arguments are regarding debit card fee reforms. The banks just keep proving our point that no matter what happens – with or without swipe fee reform – the banks will do everything they can to nail consumers with new fees. They would just find something new to blame for it if swipe fee reform magically disappeared. We enjoyed this article and hope you will, too!

Hidden Bank Fees

As a result of recent regulations prohibiting certain types of account fees, banks are finding new ways to make money from their customers. Here are some of the hidden charges now being applied:

- **Wells Fargo**—\$10 to speak to a human teller, \$20 to speak to a cute one
- **Chase**—\$2 fee if Chase Rewards debit card is placed next to a debit card from a competing bank
- **Citibank**—Customers who think Citibank has a 'y' in its name are penalized, monthly, on an increasing scale
- **Bank of America**—Safe deposit boxes now on coin-operated timers
- **HSBC Bank USA**—HSBC gets 10 percent cut of all birthday money
- **TD Bank**—\$1 for stopping in any TD branch location to warm up while out walking on a cold day
- **Regions Bank**—\$10 Felix-the-Cat-opt-out charge will be administered to anyone choosing a check design not featuring silent-film-era cartoon character Felix the Cat
- **SunTrust**—\$1.75 High Roller fee applied when card is used at locations other than CVS

¹ Hidden Bank Fees. The Onion. March 9, 2011. <http://www.theonion.com/articles/hidden-bank-fees,19438/>