



# DEPOSIT ALTERNATIVES

A Breakdown of  
DAP Numbers

# The Customers' POV - By the Numbers

## Traditional Deposit

**\$200**  
Deposit Required

## DAP

**\$90**

DAP charge  
(45% of Traditional Deposit)

**55%**

Reduction in total out-of-pocket costs

**\$45**

Split Payment Option

78% reduction in first month out-of-pocket



# The Utility's POV - By the Numbers

## Traditional Deposit

**\$200**  
Deposit Required

## DAP

**\$250** maximum DAP reimbursement (125% of original deposit)

**31%** Increase in recovery per default

**33%** Reduction in bad debt for new DAP enrollees





DEPOSIT **ALTERNATIVES**

Send us an email or give us  
a call to learn more about  
our simple, secure  
solutions.

317-536-6101 Ext. 401  
[hello@depositalternatives.com](mailto:hello@depositalternatives.com)

