

RETENTION OFFER SCRIPT

How to ask your bank for a retention offer

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AFTER YOUR ANNUAL FEE POSTS

Wait until your annual fee has posted to your account, then call the bank to ask for a retention offer — an incentive they may give you to keep the card open.



CALL THE NUMBER ON THE BACK OF YOUR CREDIT CARD

Use the customer service number printed on the back of the card. When prompted, ask to speak with a retention specialist or the account services department.



WHAT TO SAY

“I'm thinking about closing my card because I'm not sure if the annual fee is worth the benefits I'm getting. Are you able to offer any retention offers at this time?”



IF YOU GET AN OFFER YOU LIKE — TAKE IT

If not, ask if there is any other offer available. And if you really don't want the card, you can cancel it or ask to downgrade to a no-annual-fee version.

PRO TIP

Each card is different. Some banks (like Chase and Amex) frequently extend retention offers; others (like Capital One) rarely do. It never hurts to ask — the worst they can say is no.