

Sprint Offering Up to \$650 for ETFs to Customers Who Switch

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Sprint is now [offering up to \\$650 in Early Termination Fee \(ETF\) payoffs and device credits](#) [1] for subscribers who bring a number over to a Family plan.

The limited-time deal promises each line up to \$300 for their current phone and a prepaid Visa worth up to \$350 to take care of ETFs. The deal is good April 4 through May 8.

“We are seeing great momentum with the Sprint Family plan, and we want to make it as easy as possible for customers to join our Family,” Sprint CMO Jeff Hallock said in a statement.

Sprint’s deal, good only for customers bringing a number from another postpaid carrier and signing up for a Family plan, [exactly matches an on-going offer from T-Mobile](#) [2]. T-Mobile in January announced it would pay up to \$350 in ETFs per line and offer device credits of up to \$300 for any customer switching from AT&T, Verizon or Sprint.

T-Mobile’s move sparked [a preemptive strike from AT&T](#) [3] that saw the carrier offer \$450 only to customers switching from T-Mobile. This week also saw regional provider C Spire jump in with an offer to [pay up to \\$250 in ETFs](#) [4].

T-Mobile’s move to squash ETFs as a hurdle for customers who want to switch came in as Un-carrier 4.0 and it wasn’t the first Un-carrier initiative to draw response from other major carriers. When T-Mobile last year announced its Jump program, allowing customers to switch devices more frequently, the other three big U.S. carriers all came up with similar early upgrade offers.

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<http://www.wirelessweek.com/news/2014/04/sprint-offering-650-etfs-customers-who-switch>

Links:

[1] <http://newsroom.sprint.com/news-releases/for-a-limited-time-customers-who-switch-a-number-to-sprint-on-a-family-sm-plan-can-save-up-to-650.htm>

[2] <http://www.wirelessweek.com/news/2014/01/t-mobile-confirms-etf-payoffs-customers-who-switch>

[3] <http://www.wirelessweek.com/news/2014/01/t-beats-t-mobile-punch-etf-payoffs>

[4] <http://www.wirelessweek.com/news/2014/04/c-spire-wireless-paying-etfs-customers-who-switch>

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