WHERE DO YOU BANK?

WHY IS A BANK BETTER THAN A PIGGY BANK?
- Keeps your money safe and secure.
- Helps you develop sound financial management.
- Creates financial stability.
- Helps you plan for emergencies.
- Offers financial services to help you manage spending, saving, payments, and investments.

WHAT'S IMPORTANT TO YOU?
Factors to Consider in Choosing Banking Services

ACCESSIBILITY
- 24-hour access
- Online banking
- Mobile banking
- Smartphone apps
- Direct deposit

ACCOUNT FEATURES
- Account fees
- Overdraft protection
- Availability of funds
- Interest rates
- ATM & debit cards

LOCATION
- Online only
- Physical locations
- ATM locations
- Convenience
- Proximity

LIQUIDITY
How easily an asset can be converted into cash, or the ready availability of money

MORE LIQUID
- Cash
  - Allows you to pay for goods and services quickly.
- Checking account
  - Designed for frequent transactions.
- Savings account
  - Often used for emergency funds and short-term savings goals.
- Money market account
  - Generally offers higher rates of return on deposit than checking or savings accounts.
- Certificate of deposit
  - Requires a minimum opening balance requirement and may have penalties for early withdrawals.

LESS LIQUID

SECURITY
$250,000
The maximum amount an individual can recover (subject to lien, offset, or discharge) on FDIC-insured banks.