



**Southwest Lending
& Collections Conference**

Member Business Accounts

*Competing with, and Differentiating, Your
CU from the Banks*



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PRESIDENT/CEO
INNOVATORS OF CHANGE
PRESIDENT/CEO CAPITOL CU**

THE CHANGING FACE OF BANKING



**WHAT WILL IT
LOOK LIKE?**

**WHERE DO WE
GO FROM
HERE?**

TIMES HAVE CHANGED



DEEPLY

DIVIDED







"DON'T PUT GENDER LABELS ON ME"

FORCES CHILDREN TO BE GENDER-FLUID

You do know there are 58 genders, right ?

Then how can we elect a Female President ?

imgflip.com

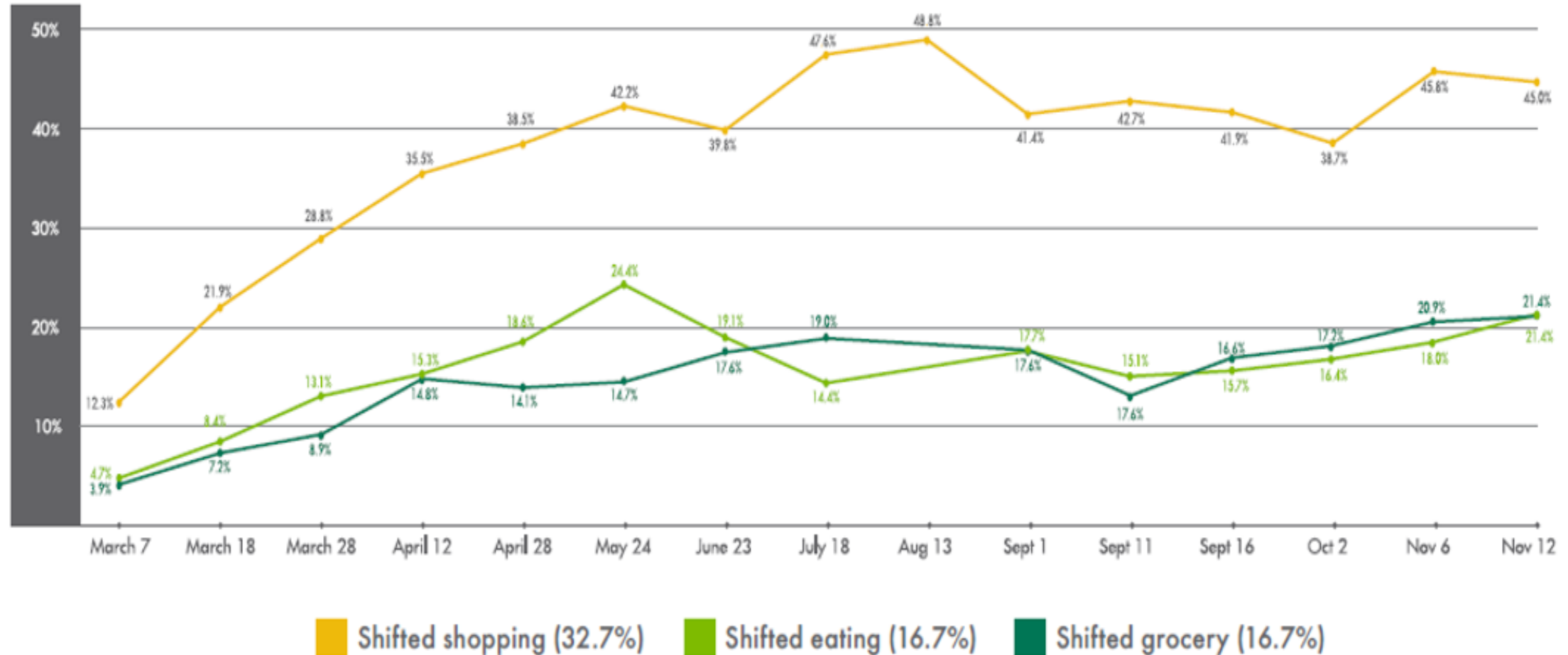
made on imgur

EVERYTHING IS CHANGING



Figure A: The Digital Shopping Shift

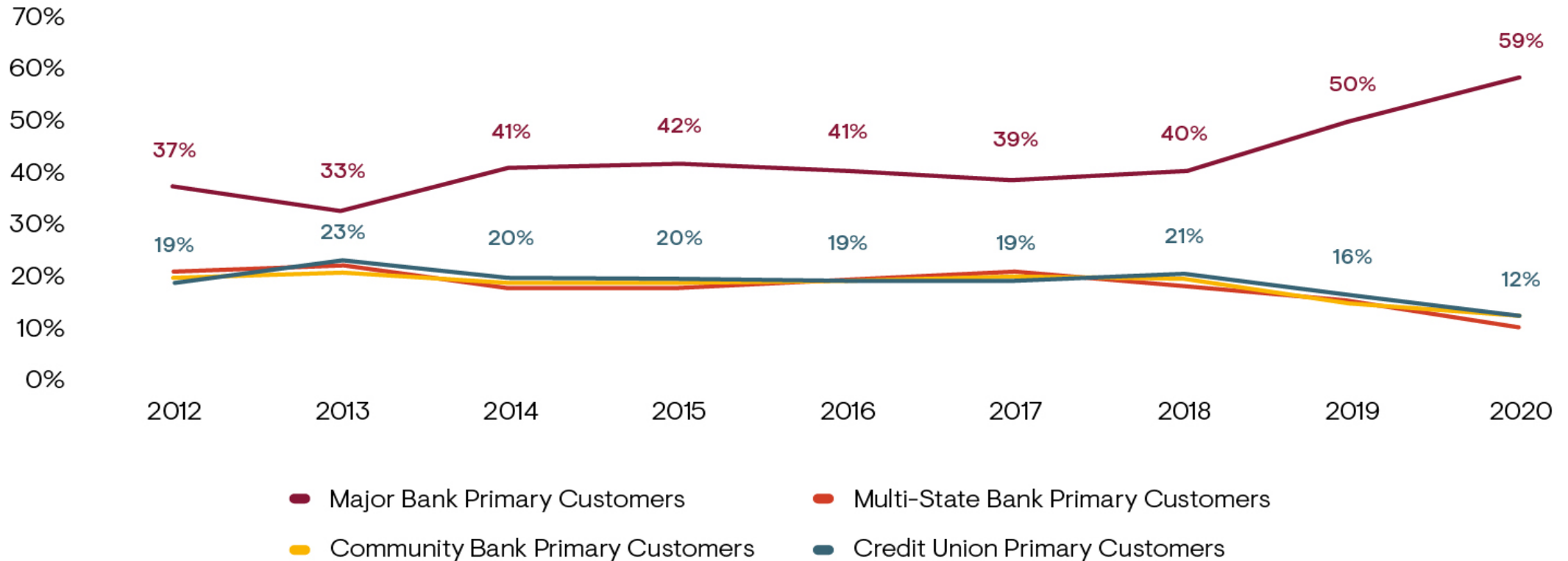
Share of consumers who have shifted spending in select categories to digital from March 2020 to early November 2020. (% Increase)



Source: PYMNTS and Elan 2021

PFI relationships, credit union share, which stood at 21% in 2018, declined to just 12% in 2020

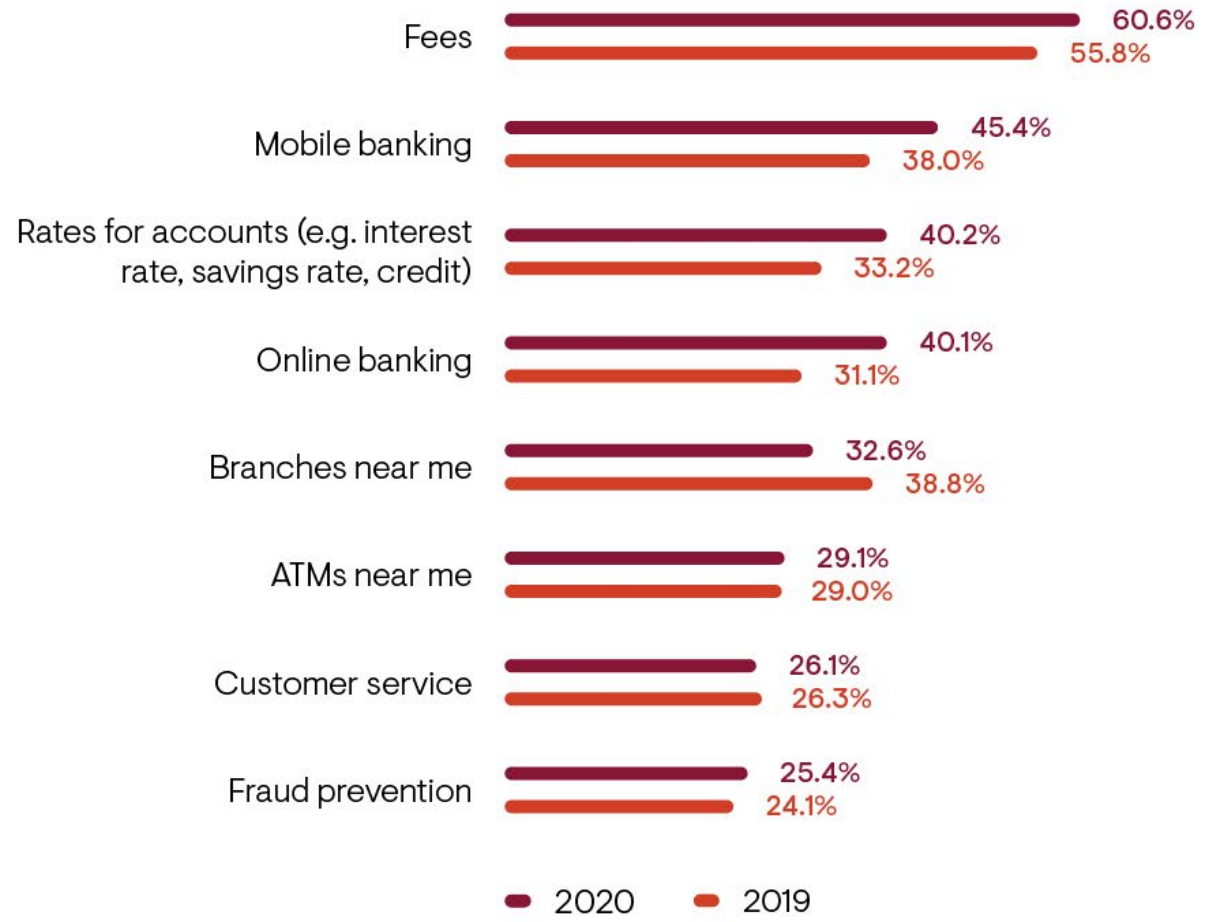
Change in Primary Financial Institution Status Over Time



The challenge for many credit unions is they are facing stiff competition on these three drivers of consumers' financial institution choice. credit unions charge an average overdraft or non-sufficient funds fee (NSF) of \$28.36, according to CUNA.¹¹ Ally Bank announced in June it would no longer charge a \$25 overdraft fee. This change applies to the roughly 3.6 million checking, savings and money-market accounts at Ally's online bank.¹² Challenger banks, such as Chime, Dave, and MoneyLion also tend not to charge overdraft fees or minimum balance fees.

Mobile banking is more important than branches to consumers now


Percentage of respondents who rate factors as among the top three in their choice of financial institution



One nationally chartered bank now offers Bitcoin – will you?

Learn how to meet growing demand and minimize risk.

The first nationally chartered U.S. bank with FDIC insurance began offering Bitcoin services this month, allowing customers to buy, sell, and hold cryptocurrency assets directly with their bank accounts. This development and its approval by the Office of the Comptroller of the Currency (OCC) foreshadow that consumers will want similar services from your institution. You must move quickly to meet this growing demand.



Earlier this year, El Salvador became the first nation in the world to adopt bitcoin as legal currency

- El Salvadorans are allowed to buy land with bitcoin, pay taxes in bitcoin, and bitcoin ATMs have been sprinkled around the country. The El Salvador government has urged its citizens to download digital crypto wallets, even offering them [\\$30 worth of bitcoin](#) if they do.



WHAT
DOES IT
MEAN?

||

?



Varo

Banking

Benefits

Resources

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Help

LOG IN

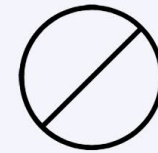
OPEN ACCOUNT

A bank for all of us

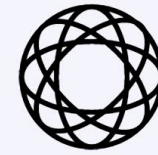




With Varo, there's nothing stopping you from getting ahead. Joining Varo is free, safe, and easy. Our Bank Account has:



No credit check



No minimum balance

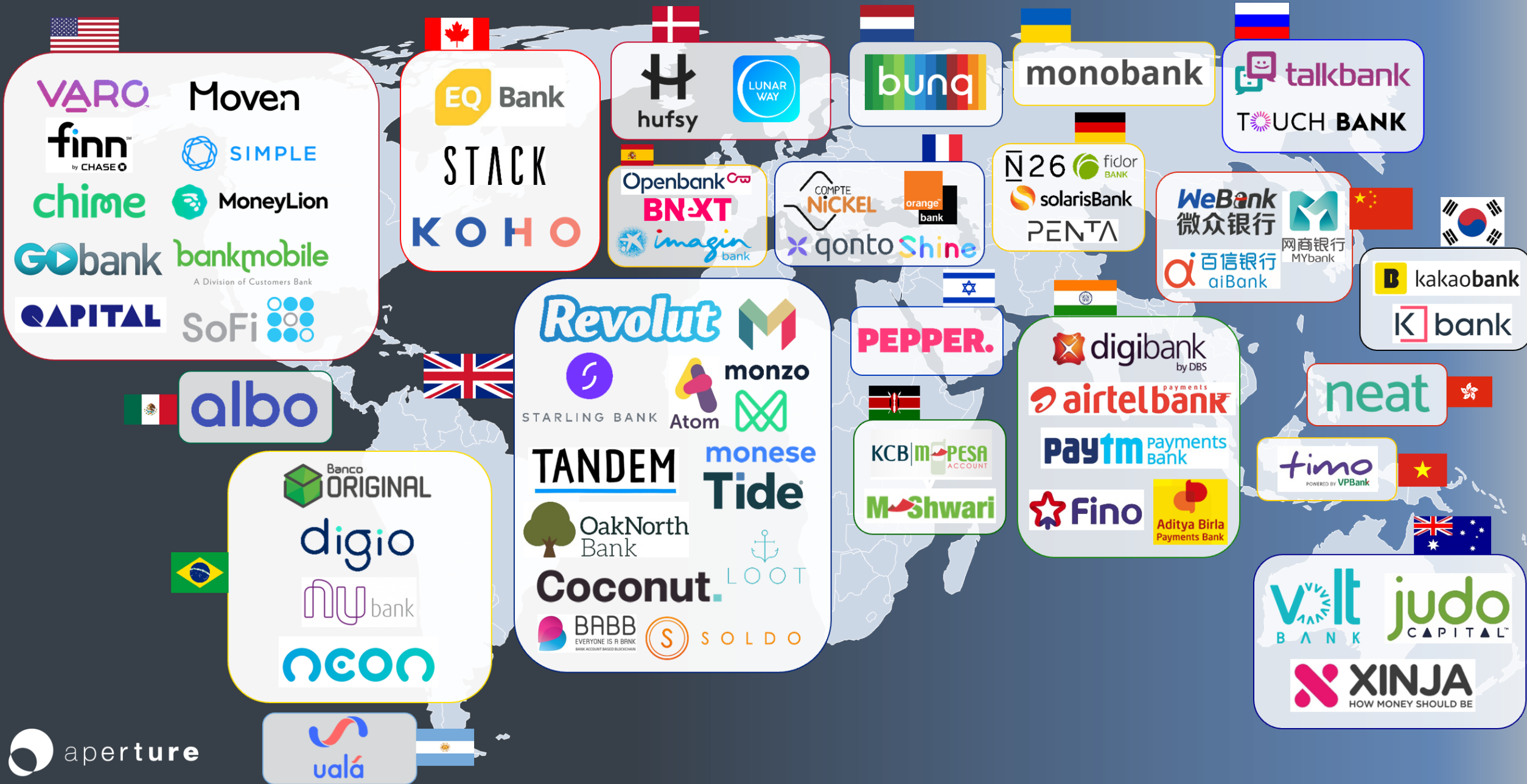


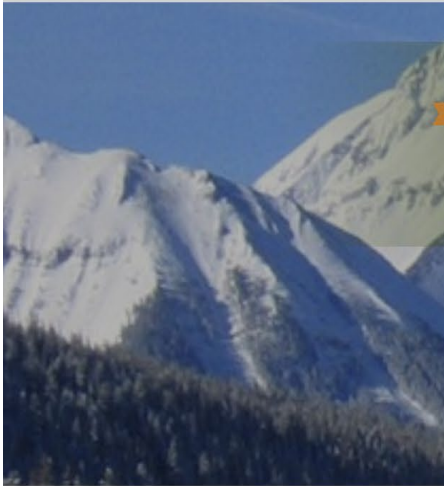
No monthly fees



No overdraft fees

Challenger Banks – a global phenomenon











Westerra Honors without Fees

Westerra Credit Union
since March 2020, at
They are among the f

ees — Manage their Money,

it union had been waiving all fees
overdraft and non-sufficient funds fees.

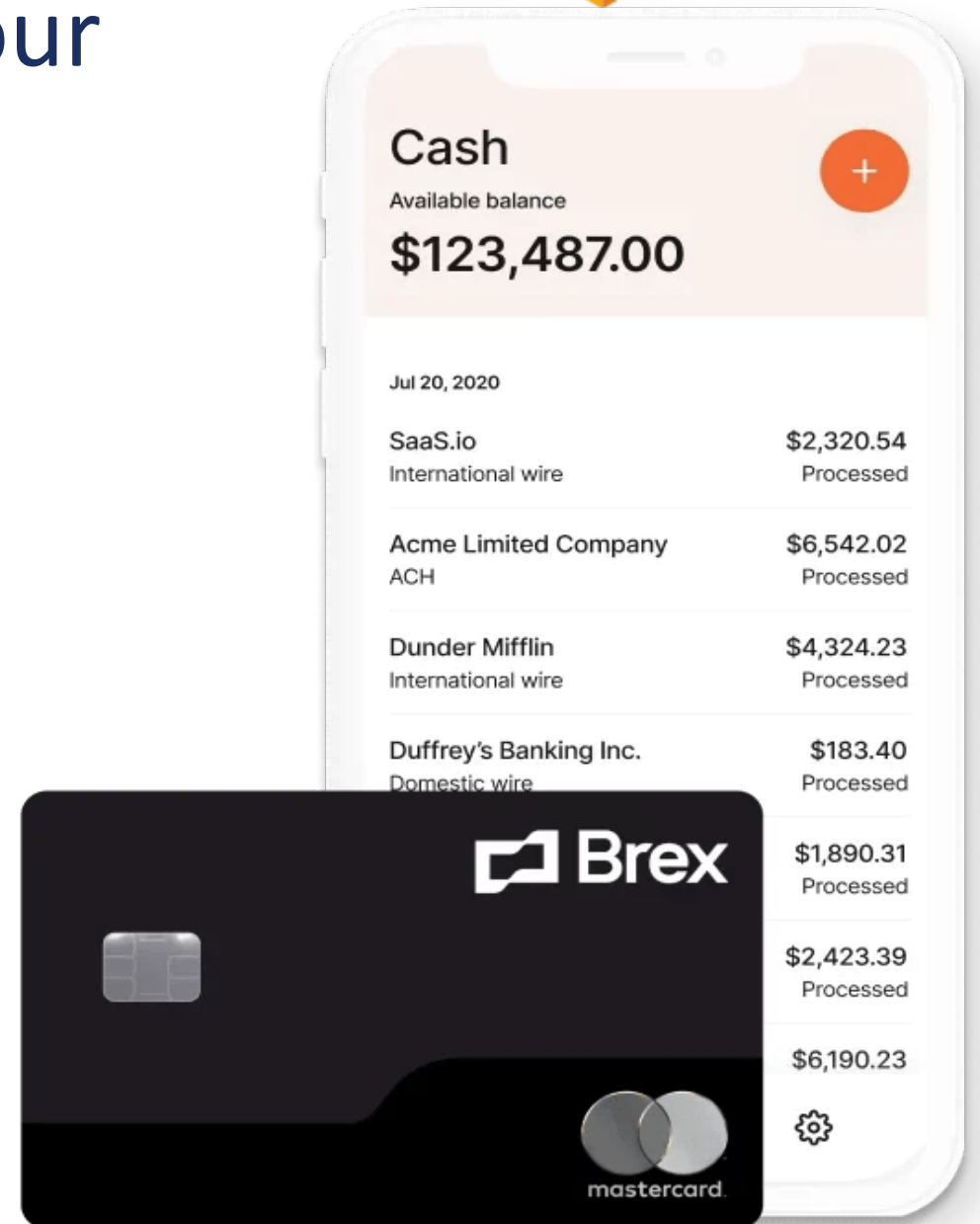
Westerra is challenging other financial institutions to break the long-time tradition of financial institutions charging fees when consumers do not have enough funds in their accounts to cover transactions. "Let's work together to make a difference for the people in our community," said Jay Champion, Westerra Credit Union President/CEO. "Let's help people manage life's challenges, not make it more difficult by charging fees when they can least afford it."

Novo   Finder Rating: 4 / 5	NorthOne Business Banking   Finder Rating: 3.7 / 5	BlueVine Business Checking   Finder Rating: 4.5 / 5
Go to site	Go to site	Find out more
Fee \$0 per month	Fee \$10 per month	Fee \$0 per month
APY N/A	APY N/A	APY 1.00% on balances of \$0 to \$100,000
Minimum deposit to open \$50	Minimum deposit to open \$50	Minimum deposit to open \$0
ATM network Novo doesn't charge ATM fees and will reimburse any non-network fees you incur	ATM network withdraw cash at any Cirrus branded ATM location (+1,000,000 locations accross the U.S + 2m worldwide), including MoneyPass ATMs	ATM network 38,000+ MoneyPass® locations nationally

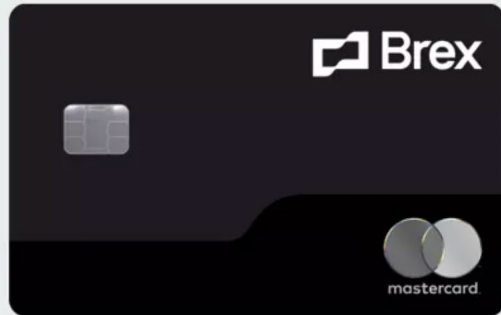
Brex cash account to handle all your business needs

Simple and free.

It's free to use Brex, with no account or transaction fees.
Apply to get your account number, routing number, and credit cards instantly upon approval, with no personal guarantee.

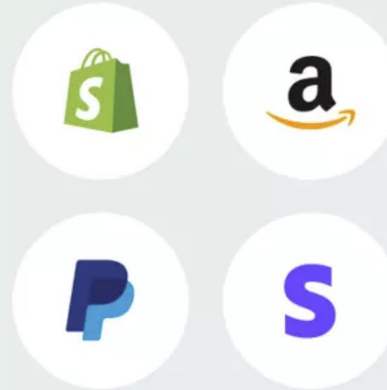


Brex Inc is an [American](#) financial service and technology company based in California. Brex offers business credit cards and cash management accounts to technology companies. Brex cards are business [charge cards](#), which require at least \$50,000 in a bank account if professionally invested, if not with \$100,000 to open, and cardholders who default won't damage their personal credit or assets.



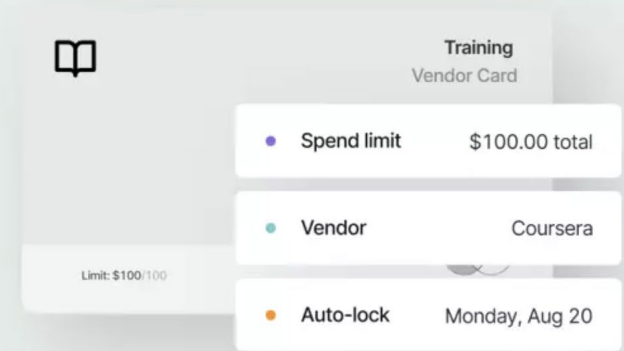
Help build business credit and unlock higher limits.

Get a card with best-in-class rewards and built-in expense tracking.



Get spending power with instant payouts.

Stop waiting days for your earnings—access them instantly and grow faster.



Track expenses the easy way.

Issue cards, set custom limits, auto-match receipts, and run spend reports.



Business Banking ▾

Our Users

About ▾

Help ▾

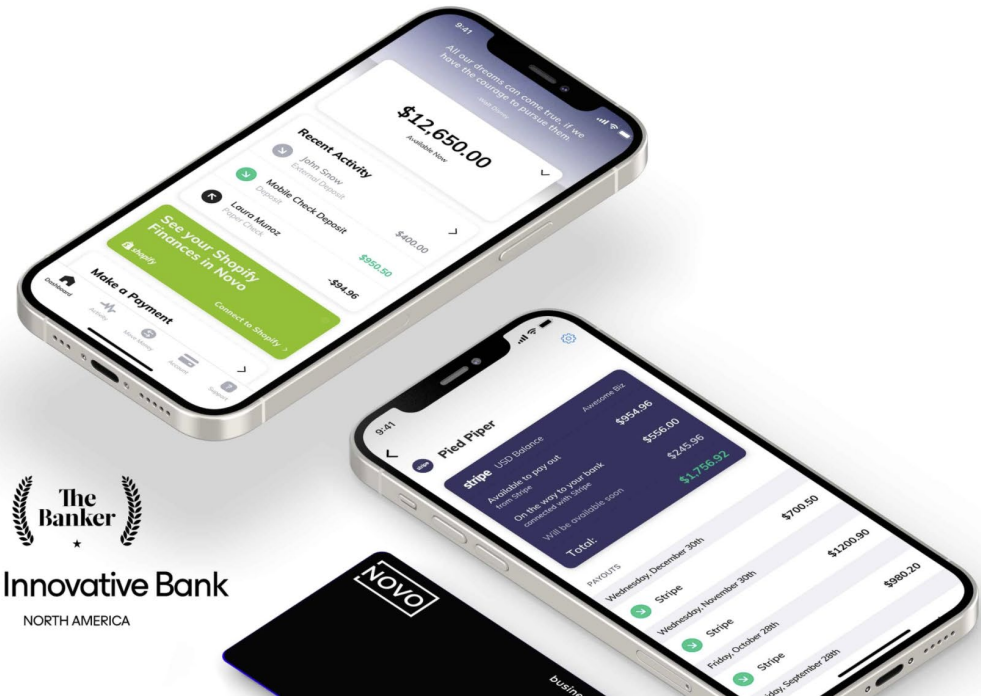
Log In

Get Started

Originally founded in New York in 2018 but now based out of Miami — has racked up 100,000 SMB customers — which it defines as businesses that make between \$25,000 and \$500,000 in annualized revenues

Powerfully simple business banking

Get a business edge with an award-winning, free business checking account from Novo.



Most Innovative Bank
NORTH AMERICA



WHAT YOU GET

Free business checking account in the palm of your hand

originally founded in New York in 2018 but now based out of Miami — has racked up 100,000 SMB customers — which it defines as businesses that make between \$25,000 and \$500,000 in annualized revenues



Easy Transfers

Free ACH transfers,
mailed checks, and
incoming wires



Apply In Minutes

Submit your
application in under 10
minutes



No Hidden Fees

Don't be surprised by a
fee again – [see for
yourself](#)



FDIC Insurance

Insured through
Middlesex Federal
Savings



Online Banking

Banking at your
fingertips anywhere,
anytime



Who we are

Leading the business banking revolution

Novo is a business banking platform built for today's business owners. Since launching our invite-only release, freelancers, startup founders, and small business owners alike have been opening business checking accounts in minutes, securely and easily with no minimum balance requirements.

To be clear: we are an independent tech company. We're not owned or operated by a bank, and we leave the banking to our incredible partner, [Middlesex Federal Savings](#). Novo is bringing small business banking into the modern age with easy-to-use tools for businesses on the go.



Our team

Novo is powered by some of the brightest minds from tech to financial services, and we're all working toward one goal: changing the way businesses bank - everywhere. We're a group of passionate individuals that care about helping small businesses succeed.

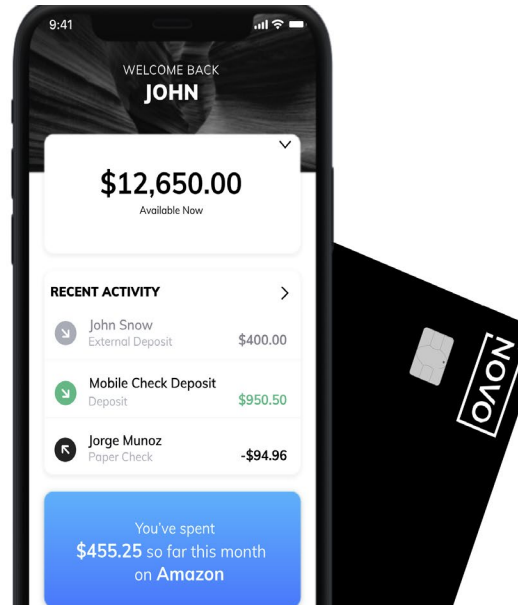
The entrepreneurial mindset is part of our DNA, and we're building a culture of innovation and transparency to create the most compelling banking experience possible.

HOW WE MAKE IT SIMPLE

Powerful banking that gives your business an edge

Thousands of business owners helped us build the best banking experience in the United States.

Get Started



NOVO	Traditional Business Bank Accounts
✓ Backed with FDIC insurance*	✓ Backed with FDIC insurance
✓ No hidden fees	✗ Hide monthly or usage fees in the fine print
✓ No monthly fees or minimum balance requirements	✗ Charge up to \$20 per month in fees
✓ Simple, easy-to-use mobile apps	✗ Difficult and clunky mobile apps
✓ Apply in under 10 minutes	✗ Can take weeks to open an account
✓ Human-powered customer service	✗ Chatbots and automated phone support
✓ Free transfers, mailed checks, and incoming wires	✗ Charge \$3 per transfer and up to \$25 for incoming wires
✓ Integrates with other small business tools	✗ Upsell you on only their own, out-of-date products
✓ Refunds all ATM fees	✗ Charge you \$3 to use out-of-network ATMs
✓ Thousands of dollars in exclusive perks	✗ Charge you to use their products



HOW WE EMPOWER YOU

Become a Novo Partner

We want to provide pain-free accounting to small businesses. With the Novo and QuickBooks integration, you'll never have to worry about manual transactions. All your Novo activity is automatically imported into QuickBooks every hour.

Home > Bank Accounts > Axos Bank

Explore Checking Accounts

Finder may earn [compensation](#) from partners, but editorial opinions are our own. **Advertiser Disclosure**

Axos Bank Business Interest Checking account review

Earn up to 0.81% APY and manage your business' funds online.

finder.com's rating: 3.5 / 5.0



With Axos Bank's Business Interest account, you can earn up to 0.81% APY — a competitive rate for a business checking product. But you'll pay a \$10 maintenance fee with a balance less than \$5,000 and you'll only earn the highest APY if you keep \$49,999 or less in your account.



Go to site

Not too shabby!

APY	0.81% on balances of \$0 to \$49,999.99 0.20% on balances of \$50,000 to \$249,999.99 0.10% on balances of \$250,000 to \$4,999,999.99
Fee	\$10 per month
To waive the fee	Maintain a \$5,000 minimum average daily balance
Minimum deposit to open	\$100
Intro or bonus offer	Input the code NEWBIZ100 and you will receive \$100 when you open an account and maintain an average daily balance of at least \$2,500 for the first two months.
ATMs	ATM fees reimbursed at any ATM nationwide
ATM transaction fee	\$0
ATM fee rebates	Unlimited domestic ATM fee reimbursements
Nonsufficient funds fee	\$25

With every Pro there is a Con

What should I look out for?

Despite Novo Business Checking's lack of fees and balance requirements, it has its drawbacks:

- ✗ **No recurring payments.** You can't set up recurring payments going out of this account, so you'll need to do it manually each time.
- ✗ **No payroll providers.** Novo currently can't integrate directly with any payroll providers, but they are working on this issue.
- ✗ **No cash deposits.** Since Novo doesn't have any ATMs or branches, you won't be able to deposit cash.
- ✗ **Limited products.** Novo only offers this account, so you'll have to go elsewhere if you want to open a business savings account or other business banking products.
- ✗ **Restrictions.** Like most business checking accounts, Novo doesn't offer accounts to privately-owned ATMs, marijuana, gambling, cryptocurrency, or money services businesses.

5 RECOMMENDATIONS



1. CLEARLY DEFINE WHO YOU ARE NOT GOING TO SERVE!

If you don't think you're a winner, you don't belong here.

Vince Lombardi

2. DIGITAL/MOBILE ACCESS WITH ACH CAPABILITIES IS A MUST

- MOM IS KEY!

EASY DIGITAL/ONLINE MOVEMENT OF MONEY!



3. REMOTE DEPOSIT ACCESS WITH SUFFICIENT CREDIT LIMITS IS A MUST!



4. EXPANDED ACCOUNTING INTERFACE CAPABILITIES!















5. BUILD & CENTRALIZE BUSINESS CHECKING SME'S



ANY QUESTIONS?



PIERRE CARDENAS

President of IOC

pcardenas@me.com

512-619-0545

President Capitol Credit Union

\$195 Million Assets, 14K Mbrs