



Strategically Manage Your Balance Sheet and Gain Customer Confidence with Expanded FDIC Insurance

In light of recent economic turbulence, there has been immense pressure on financial institutions to provide safe, competitive, and strategic cash solutions for their customers while reducing the amount of uninsured deposits on their balance sheets.

Balance Sheet Management - Reciprocal Deposits

Reducing the amount of uninsured deposits on a financial institution's balance sheet is crucial for maintaining financial stability and public confidence in the banking system. By educating customers about reciprocal deposits, financial institutions can limit uninsured deposits and improve balance sheet resiliency.

They can use a comprehensive and fully liquid cash sweep program like the [Demand Deposit Marketplace® \(DDM®\) program](#) offered by R&T Deposit Solutions to reciprocate, send or receive deposits on their balance sheet anytime and optimize their liquidity position. Additionally, if a deposit requires some form of collateral, a fully liquid cash sweep program is a great alternative that instantaneously improves liquidity ratios and contingency funding plans.

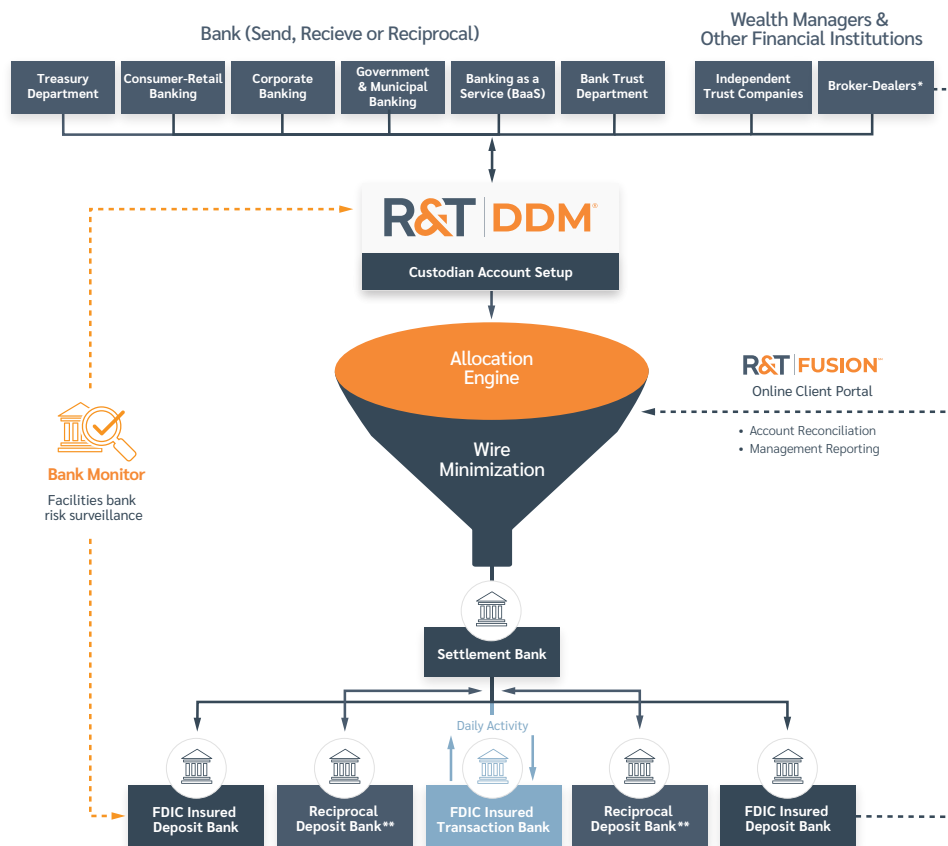
How It Works

Customer deposits are sent daily to/from their financial institution's non-time deposit account into the DDM program. For financial institutions that both receive and send deposits, any deposits exceeding the banks' target balance or are in excess of the \$250K insurance limit are automatically distributed across the network to DDA accounts held at other well-capitalized participating banks.

Customer Confidence - Access to Expanded FDIC Insurance

By offering insured deposit products, financial institutions can attract and retain customers who are concerned about the safety of their deposits. Financial institutions can also use insured deposit products as a marketing tool to differentiate themselves from competitors who do not offer such products. Many institutions choose to offer their customers incentives, such as higher interest rates or waived fees, to move their deposits from uninsured accounts to insured accounts. This is an optimal solution for depositors who want expanded levels of FDIC insurance on their deposits while having full control and flexibility to take funds back whenever needed.

Deposits are allocated to as many banks as necessary to fully insure customer deposits up to the program maximum. For reciprocal banks, money is then sent back to the original bank from other customers in the network to ensure that the bank that brought the customer in retains all the funding. **The result is that customers have more than \$250K in FDIC insurance and full daily access to their cash.**



*Broker-dealers subject to FINRA can only access the DDM program through the DDM-Specific Order program or the DDM-Broker Dealer program.
 **DDM allocates to as many banks as necessary to provide FDIC insurance up to the program maximum.

Contact us to learn more:

R&T Deposit Solutions
 1370 Broadway, 17th Floor, New York, NY 10018

866-237-2752 | info@rnt.com | www.rnt.com

Copyright © 2023 Reich & Tang Deposit Networks, LLC (d/b/a R&T Deposit Solutions). All rights reserved. Stable Custody Group II LLC (d/b/a R&T Deposit Solutions, and a Delaware limited liability company) and/or its affiliates (together, “R&T”, “us” or “we”) provide administrative and/or recordkeeping services to banks, credit unions and other institutions with respect to the Demand Deposit Marketplace® (“DDM®”) program. All of our services are provided subject to the terms and conditions of the written agreements entered into between us and our client with respect to the DDM program, and we provide no representations or warranties, express or implied, except as expressly set forth in those agreements. [Click here](#) for legal and other disclosures. **R&T is NOT a depository, bank or credit union and the DDM program is NOT, itself, a FDIC-insured or NCUSIF-insured product.** Rather, under the DDM program, funds are swept or placed into deposit accounts at receiving institutions that are Federal Deposit Insurance Corporation (“FDIC”) or National Credit Union Share Insurance Fund (“NCUSIF”) insured, subject to program limits. [Click here](#) for a list of the banks and savings associations with which we have a business relationship for the placement of deposits under the DDM program and into which a participating institution may place deposits (subject to the terms of the DDM program and any opt-outs by the participating institution and/or its customers). FDIC and NCUSIF insurance coverage is ONLY available to protect a depositor against the failure of the FDIC or NCUSIF-insured institution that holds the depositor’s funds at the time of failure (and, then, only up to the SMDIA per eligible depositor, per such institution, for each ownership capacity or category), and not to protect against the failure of any other party, including us. The primary objective of our services is to provide customers with convenient access to expanded FDIC and/or NCUSIF insurance coverage on their funds (and not for investment enhancements, or higher rates of returns or profits). Demand Deposit Marketplace®, DDM®, Reich & Tang® and R&T® are registered marks of Reich & Tang Deposit Networks, LLC (d/b/a R&T Deposit Solutions). R&T FusionSM and Fusion by R&TSM are pending marks of Reich & Tang Deposit Networks, LLC (d/b/a R&T Deposit Solutions).