



# It's the Right Time to Offer a Deposit-Based Liquidity Solution

Here's why:

## 1 Americans have a need for short-term funds



About **one-third of consumers** reported needing emergency funds at least once a year



About **26 percent** of those were high-income consumers (with incomes over \$100,000)

Source: 2020 Emergency Funds Survey, conducted by SmartBrief and sponsored by Fiserv, 2020

## 2 Americans want to get short-term funds from their financial institutions

People who use expensive alternatives prefer their financial institutions



**Eight out of 10** current payday loan borrowers would rather obtain short-term funds at their financial institution

Source: "Federal Regulators Greenlight Small Installment Loans From Banks," Pew, 2020

Bank account holders want short-term funds from their financial institution



**Eighty-six percent** of survey respondents needing at least annual access to short-term funds said they would be somewhat or very likely to use their financial institution instead of an alternate source

Source: 2020 Emergency Funds Survey, conducted by SmartBrief and sponsored by Fiserv, 2020

## 3 Account holders would change financial institutions to access short-term funds



**84%** of those with at least an annual need for short-term funds would either move their banking relationship or open an account at a competing financial institution that offered a short-term lending solution

Source: 2020 Emergency Funds Survey, conducted by SmartBrief and sponsored by Fiserv, 2020



## 4 Regulatory agencies and consumer advocates are supportive



In 2020, federal agencies and consumer advocate groups paved the way by publishing their support of financial institutions offering small-dollar lending alternatives

## 5 Financial institutions benefit by offering a deposit-based liquidity program



Improve customer experience



Reduce reliance on overdraft services



Retain account holders



Add non-interest income

Account holders are already overburdened by debt, stress and anxiety. They want an ally. This is an opportunity for financial institutions to fill a valuable need easily and affordably.

### Connect With Us

For more information about Deposit Line from Fiserv:

📞 800-872-7882

✉ getsolutions@fiserv.com

🌐 fiserv.com