

New Opportunity for Georgia Banks to Capture Large Deposits

A new law, SB 157, will soon enable your bank to use ICS®, the Insured Cash Sweep® service, to offer government finance officers in Georgia access to FDIC insurance beyond \$250,000 on funds placed into demand deposit accounts, money market deposit accounts, or both.¹ ICS can help your bank to:

- ✓ Attract multi-million-dollar deposits from public fund customers, like municipalities, school districts, police and fire districts, public hospitals, and others.
- ✓ Retain existing public fund customers more profitably by repurposing collateral into higher-earning assets and reducing collateral-tracking costs while increasing asset liquidity.



Across the United States, thousands of public entities place billions of dollars through ICS. The service is brought to you by the #1 provider of deposit placement services, Promontory Interfinancial Network.

You Are Invited!

Join us for a free webinar detailing ICS and CDARS® (which offers large-dollar FDIC insurance eligibility for CDs and which government finance officers in Georgia may currently use to place deposits)—the benefits, how they work, and ways to market the services to government finance officers with Promontory Interfinancial Network's ready-to-use materials.

At a time when deposit competition is fierce, this is a perfect opportunity to grow deposits from large-dollar, local customers; build franchise value; and have more funds available for local lending.

Register Today!

WEBINAR: New Opportunity for Large-Dollar Deposits in Georgia

Wednesday, August 21, 2019 – 2:00 PM ET – [Register Here](#)

Tuesday, September 10, 2019 – 2:00 PM ET – [Register Here](#)

Tuesday, September 17, 2019 – 9:30 AM ET – [Register Here](#)

Thursday, September 26, 2019 – 2:00 PM ET – [Register Here](#)

¹ Public unit deposits may not be placed until the State Treasurer issues implementing regulations, expected to occur by October 1, 2019. Use of the ICS and CDARS services is subject to the terms, conditions, and disclosures set forth in the applicable program agreements, including the CDARS-ICS Participating Institution Agreement and applicable Deposit Placement Agreement. Limits apply, and customer eligibility criteria may apply. ICS program withdrawals are limited to six per month when using the ICS savings option. ICS, Insured Cash Sweep, and CDARS are registered service marks of Promontory Interfinancial Network, LLC.