

## **Four reasons to invest in SimpliCD right now**

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Wondering if you should really be spending your time investing in CDs right now? Here are four reasons why SimpliCD as an investment solution currently trumps your other options.

### **You get the safety and security of federally insured deposits.**

One of the reasons credit unions choose to invest in certificates of deposit (CDs) is because they are insured by either the FDIC or the NCUA. This insurance takes any credit risk off the table. The only other investments that have an explicit guarantee are Ginnie Mae (GNMA) securities and U.S. Treasuries. Provided your credit union stays under the specified limits per insured institution (currently \$250,000), the worst-case scenario is that interest and principal is returned prior to the certificate's maturity date.

### **You access individual institutions that are only available through the SimpliCD program.**

SimpliCD is in a unique situation: Every eligible federal credit union using the program is also a potential issuer. Issuers, whether bank or credit union, realize how easy and effective raising funds are through the program; they don't look elsewhere. In addition, did you know the major corporate credit unions in the country, including Corporate One, are both an owner and participant in the SimpliCD program? This puts Primary Financial in the credit union service organization (CUSO) category and, more importantly, in the category of "owned by credit unions, serving credit unions."

### **You manage your investments with ease whether you're a large, small, or mid-sized credit union.**

There's a myth out there that implies CD buying is just for small credit unions. This used to be a true statement when buying CDs, especially direct CDs with an institution. But SimpliCD has made this a moot point with the availability of block quotes and ease of use if buying individual names. This makes it easy for credit unions using the program to manage short and intermediate term cash flow needs. It is also an alternative to bullet agency securities.

### **You support your fellow credit unions who are looking for liquidity through bringing in non-member deposits.**

Because of credit union loan growth and a growing population of borrowers in several states, the need for funding through sources, like bringing in non-member deposits, has never been greater. As you are aware, credit unions are limited in their non-member deposit choices; they're namely limited to other credit unions in most cases. When you purchase through SimpliCD, you can assist these credit unions by supporting the cooperative movement and picking up yield to comparable investment options.