

Media Release



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FEATURE ARTICLE:

To the Editor:

Get the Most Out of Your CD Investments

With **FDIC** insured CDs, neither principal nor interest is at risk up to \$100,000 (and in certain cases even more). But how do you know you're getting the best return possible?

Most newspapers list CD rates at local banks, so you can use that as a guide. But remember, not all banks are created equal. Checking the safety rating on a bank is at least as important as checking the interest rate that the bank is paying. And that applies whether the bank is across town or across the country. The last thing you want to do is hunt down another bank because the one you chose failed.

Checking the safety rating of a bank is easy. Simply log on to www.bauerfinancial.com for the current star rating on any federally insured U.S. bank or credit union. Ratings are updated four times a year and it's a free service.

While you're on the website, take a peek at the consumer CD rates page (updated weekly) and compare those rates with what you can get at a local bank. If you prefer to deal only with local banks you can still use the rates as a bargaining tool.

Once you realize how easy it is to open an account online, you may just get hooked. After you find the bank that has the rate and term you are looking for, you can usually just click on the hyperlink and go directly to the bank's website. From there, depending on the bank, you will be able to either:

- 1) Call the bank and talk to a live person for information,
- 2) Print out an application that you can complete and mail to the bank with a check, or
- 3) Submit an online application and send your deposit electronically. (Note: The sending bank may charge a fee for this option.)

Once the bank receives your application and deposit, they will mail you a confirmation with the maturity date. And you never have to leave the comfort of your home.

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by calling Karen Dorway at 1.800.388.6686 or emailing her at kdorway@bauerfinancial.com.