BILLIONS LOST:

THE COST OF BANKERS' MYTHS ABOUT AMERICANS' FINANCES

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Do Stop Believin’

After working for 20, 30, or 40 years in an industry, you start to believe some things are true, no matter what changes that industry goes through or has gone through. So, it’s no surprise that some things about the banking industry—about consumer attitudes and behaviors, in particular—have become gospel to bankers.

It’s time to bust some of the myths that many bankers believe about how Americans manage their financial lives. The purpose isn’t simply to disprove the gospel—it’s to show (and prove to) bankers that the beliefs they’re clinging to cost them billions of dollars in lost revenue.

The famous last scene in the TV show The Sopranos showed Tony Soprano and his family sitting in a diner. The show’s producers chose Journey’s “Don’t Stop Believin’” as the song to play during the scene. The message of this report is that you *do* need to stop believin’ in some things, in particular, these five myths:

1. Direct deposit is key to banking relationships.
2. Fintech deteriorates bank and credit union relationships.
3. Financial health = education + literacy.
4. Young consumers get all their financial advice from TikTok.
5. No one pays for fintech.

The price for believing these things is billions of dollars in lost revenue. I’ll quantify where that lost revenue is coming from and give banks and credit unions advice for how to capture some of it back from fintechs and other non-banks.

Most of the data in this report comes from a December 2024 survey of 2,500 U.S. adults with a smartphone and a checking account. The sample was recruited to be representative of the U.S. adult population in terms of age, gender, and race. The margin of error, at a 95% confidence level, is 2%.

Much of the analysis segments the population by age. We used the following birth years to determine generational status: 1) Gen Z—born 1995 through 2003; 2) millennial—born 1980 through 1994; 3) Gen X—born 1965 through 1979; and 4) baby boomer—born 1946 through 1964. Although we did survey even older Americans, we did not include them in the generational analyses.

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Myth #1: Direct Deposit is Key to Banking Relationships

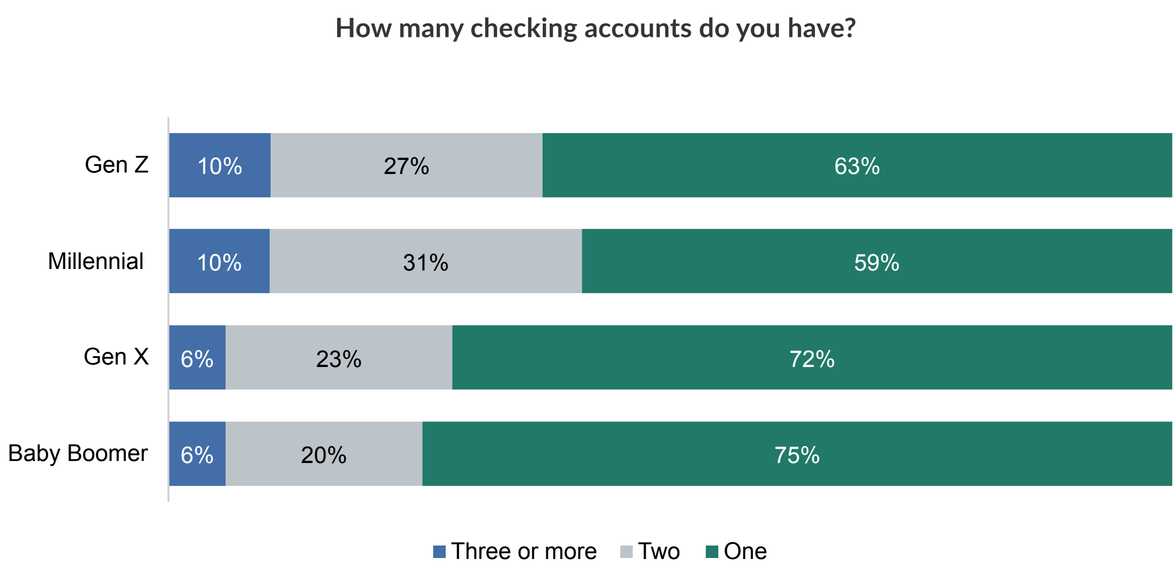
In an article for a popular banking industry publication, the head of digital at a $100+ billion bank was quoted as saying:

> "The direct deposit relationship [is] so important because having that generally means that you have the primary account relationship. And that means that you get the first crack when that customer is looking for additional financial products and services."[1]

The data paints a less-direct relationship between direct deposit and primary account status. There are four facts about consumers' financial lives that bankers should know:

1) Many consumers have multiple checking account relationships. Roughly 4 in 10 millennials and 37% of Gen Zers have two or more checking accounts, as do nearly 3 in 10 Gen Xers and a quarter of baby boomers (Figure 1). Across the generations, wanting a free or lower-fee account was the most popular reason given for having multiple accounts, but reasons greatly vary (Table A). On average, Gen Zers have three reasons for having multiple accounts, millennials averaged 2.4 reasons, and Gen Xers and boomers averaged two reasons.

Figure 1: Number of Checking Accounts Per Customer



Source: Cornerstone Advisors

Table A: Reasons For Having Multiple Checking Accounts

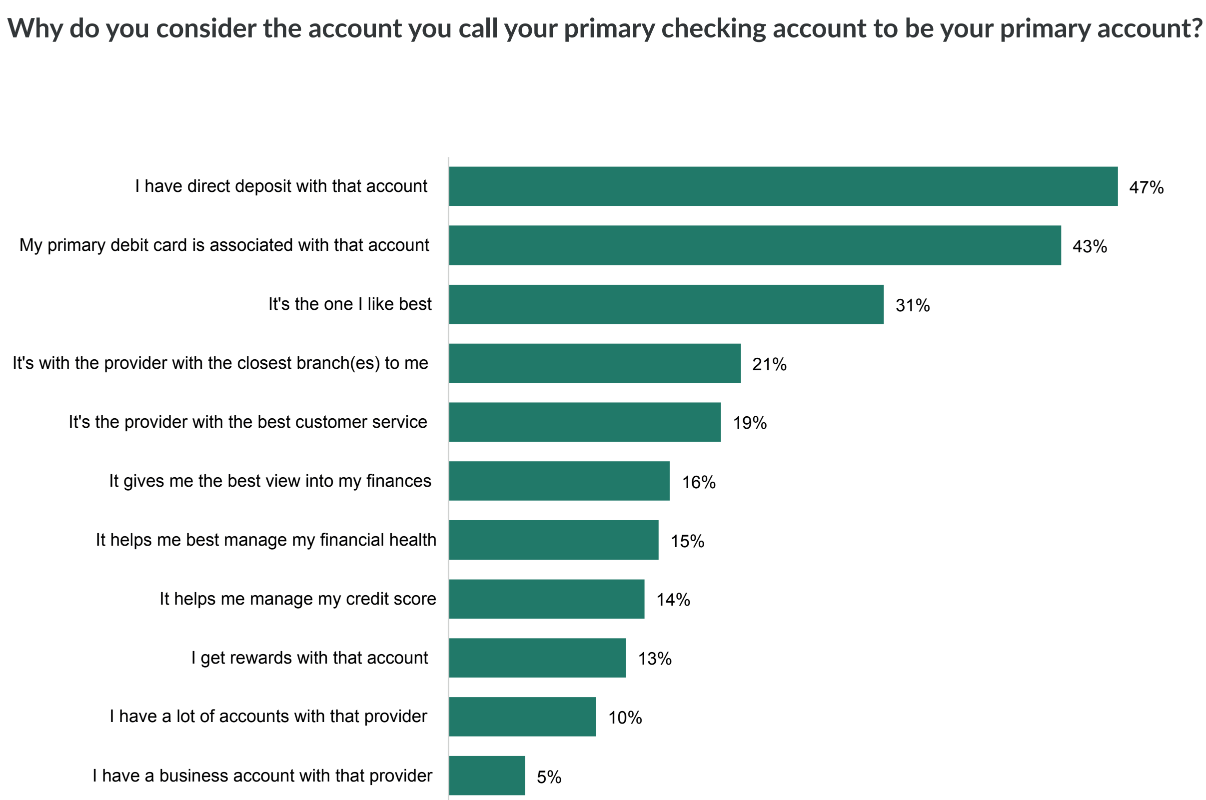
Why do you have more than one checking account?
(select all that apply)

	Gen Z	Millennial	Gen X	Baby Boomer
Wanted a free or lower-fee account	39%	37%	25%	26%
Wanted better interest rates on my balances	29%	25%	20%	14%
Wanted a better online and mobile banking experience	24%	19%	17%	12%
Friends/family convinced me to open a particular account	24%	14%	10%	4%
Wanted a bank whose values better aligned with mine	23%	12%	5%	6%
Wanted a bank or provider with branches closer to me	22%	22%	17%	25%
Wanted better debit card rewards	16%	18%	8%	12%
Condition of applying for another account	15%	11%	7%	8%
Had a bad experience with one of my other providers	13%	11%	7%	5%
Wanted better personal financial management tools	12%	12%	8%	6%
Liked the marketing or brand of the other provider(s)	12%	6%	5%	5%
Wanted a bank that offered early access to my paycheck	11%	12%	14%	8%
Just wanted to try out another account	11%	16%	19%	18%
Got a monetary reward for opening another account	9%	9%	12%	8%
To manage another family member's money	7%	8%	10%	8%
Wanted early access to govt. stimulus or tax refund	4%	4%	4%	1%
Other	7%	8%	13%	21%

Source: Cornerstone Advisors

2) More than half of consumers *don't* consider direct deposit a reason for determining primary status. Yes, the most frequently mentioned reason—at 47% of respondents—for why someone assigns primary status to a checking account is having direct deposit with that account (Figure 2). But that means that more than half (53%) ***didn't*** mention direct deposit as a reason. That varies widely by generation: 65% of Gen Zers, nearly 6 in 10 millennials, a little more than half of Gen Xers, and 4 in 10 boomers didn't cite direct deposit as a reason for why they consider their primary checking account to be their primary account (Table B).

Figure 2: Reasons For Primary Account Status



Source: Cornerstone Advisors

Table B: Reasons For Primary Account Status by Generation

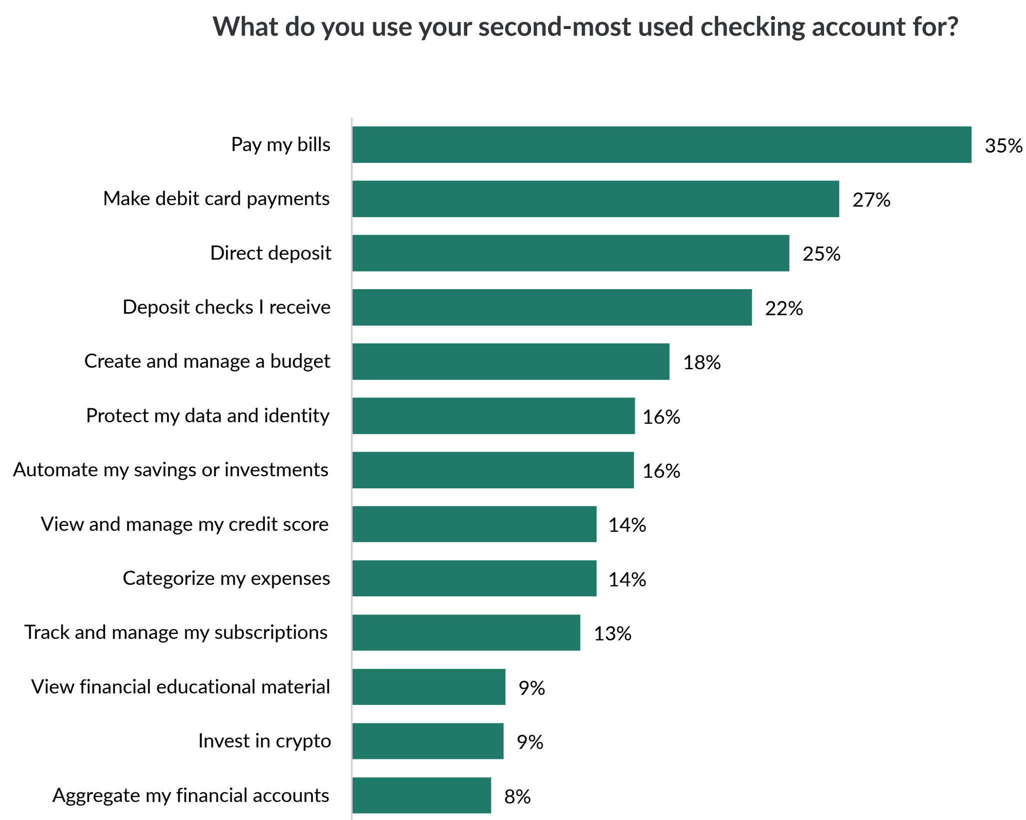
Why do you consider your primary checking or payment account to be your primary account?

	Gen Z	Millennial	Gen X	Baby Boomer
My primary debit card is associated with that account	39%	41%	43%	48%
I have direct deposit with that account	35%	41%	47%	61%
It's the one I like best	34%	30%	30%	30%
It gives me the best view into my finances	23%	18%	15%	10%
It helps me best manage my financial health	21%	17%	13%	11%
It helps me manage my credit score	20%	18%	12%	8%
It's the provider with the best customer service	20%	17%	17%	22%
It's with the provider with the closest branch(es) to me	20%	17%	18%	26%
I get rewards with that account	17%	16%	11%	8%
I have a lot of accounts with that provider	10%	10%	9%	13%
I have a business account with that provider	9%	8%	5%	2%
Other reason(s)	7%	5%	6%	6%

Source: Cornerstone Advisors

3) Many consumers use direct deposit with a non-primary checking account. Among consumers with more than one checking account, 25% make direct deposits into that account (Figure 3). Again, the percentages vary by age: A third of Gen Zers, a quarter of millennials and boomers, and 17% of Gen Xers deposit their paychecks with their second-most frequently used checking account, not their primary one.

Figure 3: Uses For Second-Most Used Checking Account



Source: Cornerstone Advisors

4) There's little difference in additional product ownership between direct depositors and other consumers. Comparing consumers who deposit their paychecks into their primary checking accounts with those who don't, a slightly larger percentage of direct depositors have or have had a credit card, auto loan, personal loan, and mortgage with their primary checking account provider. The differences in percentages are small and aren't statistically significant. In addition, a virtually similar percentage of both groups don't have—and have never had—any of the financial products asked about (Table C).

Table C: Product Ownership by Direct Deposit Behavior

Percentage of Consumers Who Have, or Have Ever Had, the Following Financial Products With Their Primary Checking Account Provider

	Consumers who do direct deposit with their primary checking account provider	Other consumers
Credit card	53%	46%
Auto loan	18%	16%
Personal loan	16%	15%
Mortgage	16%	13%
Buy now, pay later loan	10%	13%
Debt consolidation loan	5%	5%
Home equity loan	5%	3%
A loan product not listed	3%	5%
None of the above	32%	34%

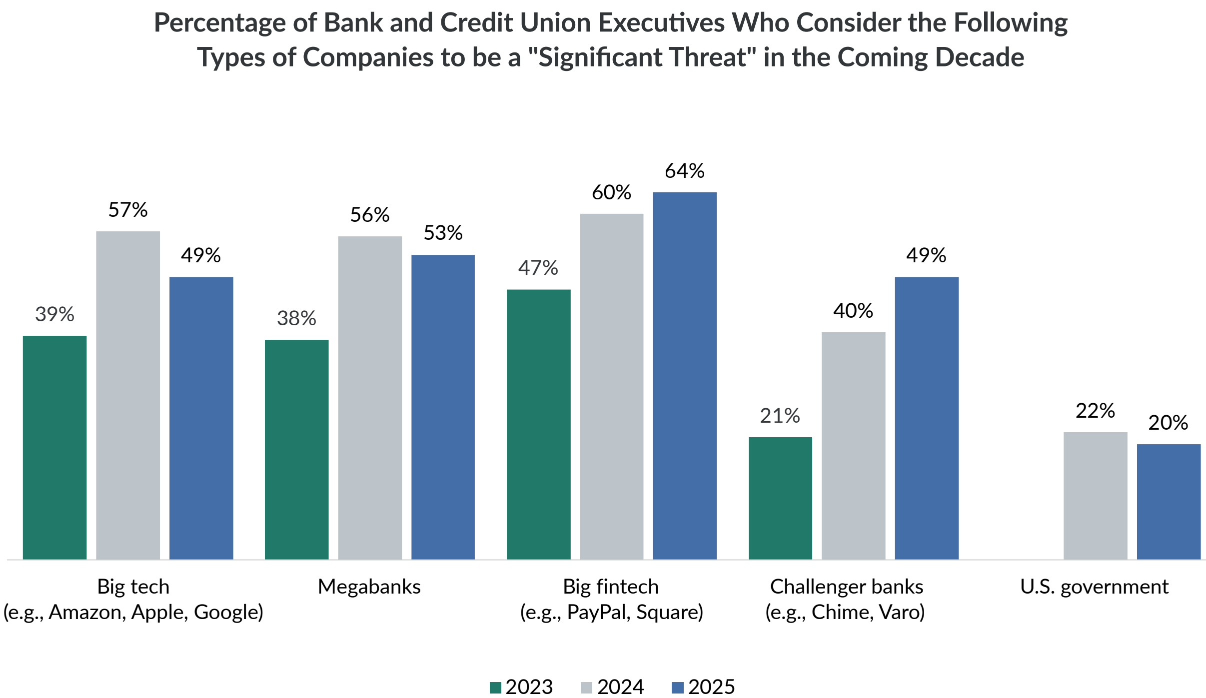
Source: Cornerstone Advisors

Conclusion: Direct deposit ain't what it's cracked up to be. Direct depositors don't own (or have owned) more products than other consumers, and the path to primary status doesn't necessarily go through direct deposit. Other factors contribute and combine to help drive primary status. Among Gen Zers and millennials, for example, around 1 in 5 say that financial health management and credit score management are important drivers of primary account status—and are, in fact, as frequently cited as drivers of primary status as the quality of customer service and the proximity of branches.

Myth #2: Fintech Deteriorates Bank and Credit Union Relationships

Bank and credit union executives' views on the significant threats to the banking industry continue to shift. Since 2023, the percentage of survey respondents seeing big fintech companies and challenger banks as threats has increased significantly (Figure 4). Are they really the threat that bankers make them out to be?

Figure 4: Threats to the Banking Industry



Source: Cornerstone Advisors What's Going On in Banking 2025

In a zero-sum world, every relationship a consumer has with a fintech is one less relationship a bank or credit union has. That's not how consumers see it, however.

There's no question that fintech adoption has become mainstream among Americans. Eight in 10 Gen Zers and millennials, 7 in 10 Gen Xers, and half of baby boomers have fintechs on their smartphones. Some facts about consumers' use of and attitudes towards fintechs that bankers should be aware of include:

1) Consumers don't rate the value of their fintech providers as highly as their checking account providers. Across all four generations, when asked to rate the value they get from their financial providers, consumers ranked their primary checking account provider higher than their second-most used checking account provider, which, in turn, was ranked higher than the fintech providers they use (Table D).

Table D: Consumers' Rating of Checking Account Providers and Fintechs

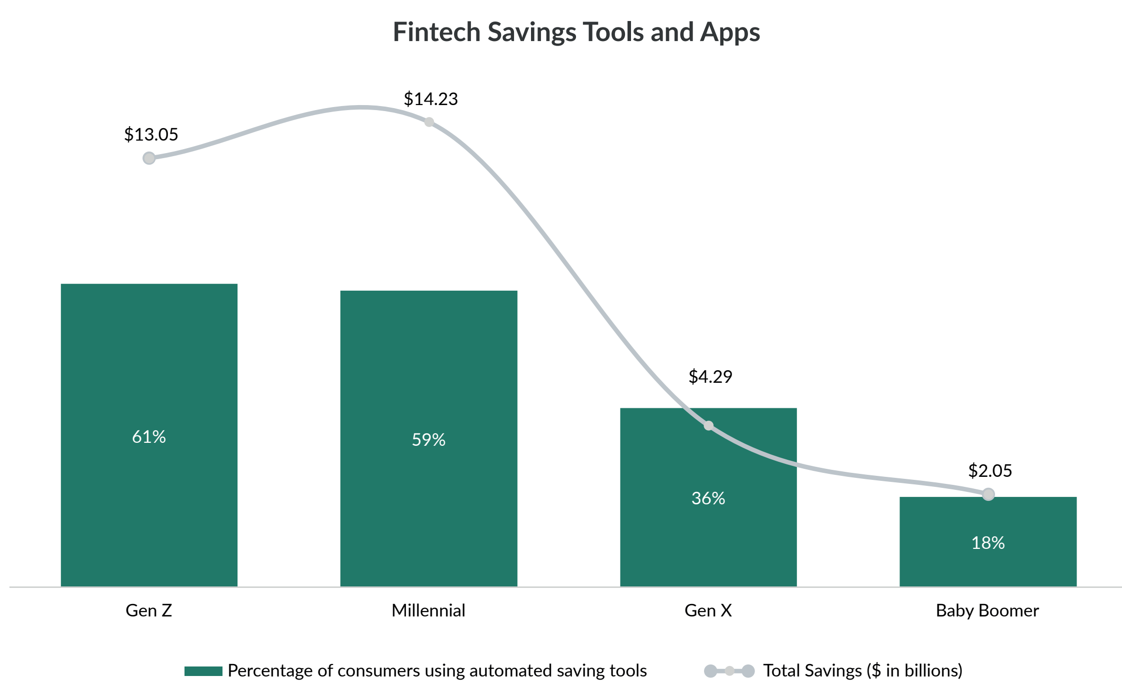
On a scale of 1 to 10 (1=low, 10=high), please rate the value you get from the following providers that you use

	Gen Z	Millennial	Gen X	Baby Boomer
Primary checking account provider	7.55	7.96	8.07	8.18
Second-most used checking account provider	7.37	7.61	7.50	7.59
Fintech providers	6.94	7.11	6.60	5.17

Source: Cornerstone Advisors

2) Consumers use fintech apps to help them augment the money in their savings accounts. Roughly 6 in 10 Gen Zers and millennials use fintech apps to automate and augment their savings beyond their existing checking and savings accounts. Together, the two generations are saving more than $27 billion—above and beyond their savings from their existing checking and savings accounts—from these automated savings tools and apps (Figure 5).

Figure 5: Use of Automated Savings Tools



Source: Cornerstone Advisors

3) The use of fintechs hasn't negatively impacted consumers' bank and credit union relationships. Four in 10 Gen Zers and a third of millennials say that their use of fintech providers has actually ***increased*** the level of interaction with the banks and credit unions they do business with (Table E). In addition, 36% of Gen Zers and 3 in 10 millennials say that their use of fintech providers has helped ***deepen*** their bank/credit union relationships (Table F).

Table E: Impact of Fintech on Bank/Credit Union Interaction

How has the use of fintech impacted your level of interaction with your bank(s) and/or credit union(s)?

	Gen Z	Millennial	Gen X	Baby Boomer
Increased my level of interaction with banks and credit unions	41%	34%	20%	15%
Has had no impact on my level of interaction with banks and credit unions	51%	56%	66%	77%
Reduced my level of interaction with banks and credit unions	8%	10%	14%	9%

Source: Cornerstone Advisors

Table F: Impact of Fintech on Bank/Credit Union Relationships

What impact has your use of fintech had on your bank and/or credit union relationship(s)?

	Gen Z	Millennial	Gen X	Baby Boomer
Deepened my relationships	36%	29%	15%	10%
No change to my relationships	60%	66%	80%	87%
Degraded my relationships	4%	5%	5%	3%

Source: Cornerstone Advisors

Conclusion: Consumers' use of fintech complements—not cannibalizes—their use of banks and credit unions. While neobanks like Chime are directly in competition with banks for customers, this category represents a small portion of the fintech landscape. Consumers use fintechs to aggregate their accounts, automate their savings and investments, track and manage subscriptions, track expenses, view and manage their debt, and even invest in crypto. Most—if not all—of these activities work in tandem with consumers' checking and payment accounts.

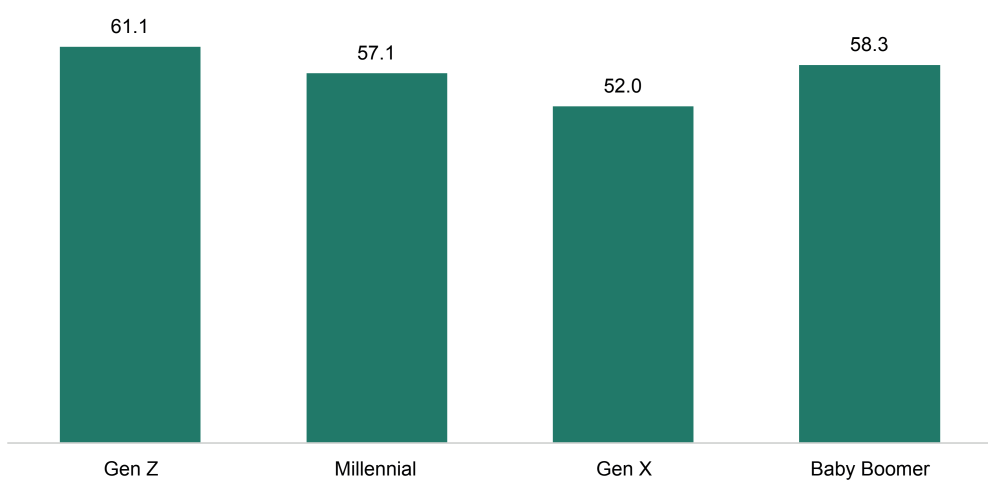
Myth #3: Financial Health = Education + Literacy

It's predictable. Go to a bank's or credit union's website, find the menu bar at the top of the screen, and look towards the right. There's probably a menu option labeled "Resources." Click on it and you'll likely find an option called "Financial Education" where you'll find literature "educating" you on how to manage aspects of your financial life. And that's the extent to which many financial institutions help their customers and members manage (let alone improve) their financial health.

It's not working. Consumers' perceptions of their financial performance in 2024 were abysmal, with Gen Zers grading their performance a 61 on a 100-point scale—and that was the high score among the generations (Figure 6).

Figure 6: Financial Performance Grades

How would you grade the overall financial performance of your money in 2024?



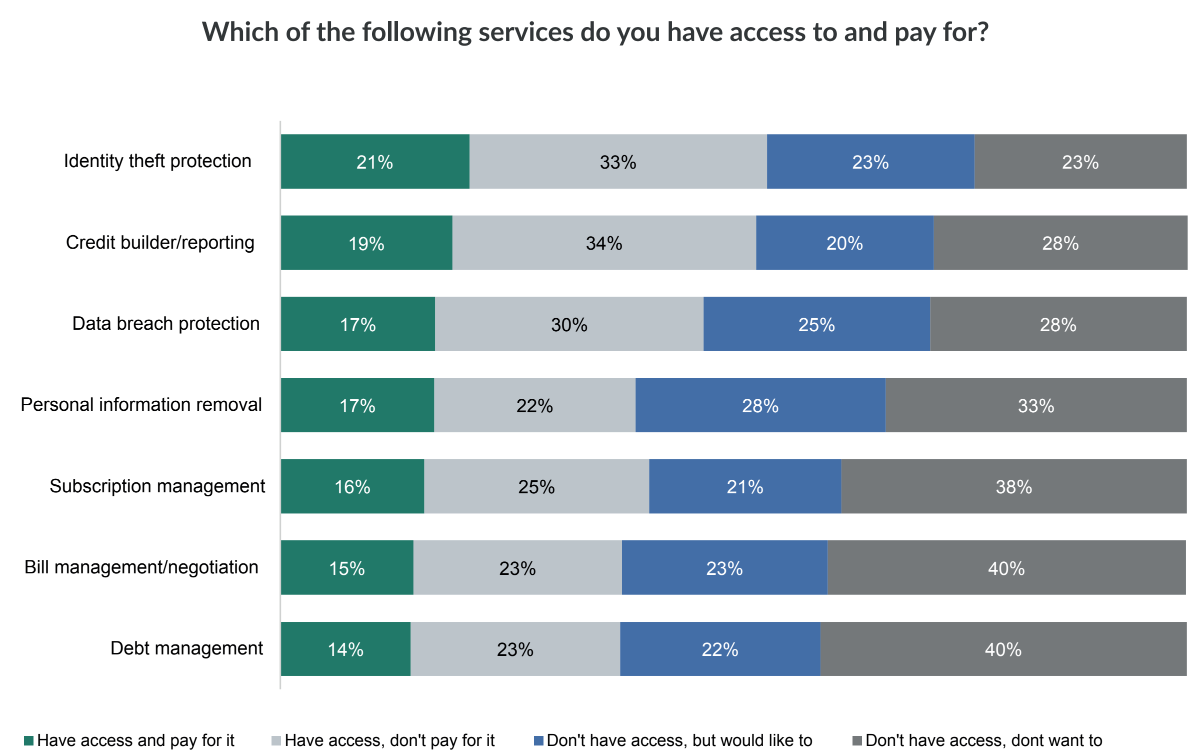
Source: Cornerstone Advisors

Much of today's financial education falls short because it's ***not:*** 1) ***Contextual*** (it isn't provided when decisions are made); 2) ***Behavioral*** (it's oriented towards increasing literacy); or 3) ***Measurable*** (it doesn't focus on financial outcomes). As Lauren Willis of the Loyola Law School argued in her study Against Financial Literacy Education:

> "The search for effective financial literacy education should be replaced by a search for policies more conducive to good financial outcomes."[2]

I'd go one step further: Financial literacy education should be replaced by tools that enable consumers to manage various aspects of their financial health, including: 1) credit building and reporting; 2) bill management and negotiation; 3) subscription management and canceling; 4) debt management; 5) identity theft protection; and 6) data breach protection and personal information removal. These tools and services are available; many consumers have access to them—and even pay for them (Figure 7).

Figure 7: Access to Financial Health Tools



Source: Cornerstone Advisors

Credit Score Management

I can't remember things that happened last week, so you can imagine it's hard for me to remember what happened 30+ years ago, but I'm pretty sure that when I was 25, even 30, years old, I had no clue what a credit score was, let alone what my actual credit score was. Millennials love to blame baby boomers for all of the world's problems, but if there's one thing we boomers did right, it was to instill the fear of having a bad credit score into our children.

Today, two-thirds of Gen Zers and three-quarters of millennials know their credit score (as do 7 in 10 Gen Xers and 77% of boomers). How do they know their score? Many (42%) get it from multiple sources. Many get it from their bank/credit union and/or a free service like Credit Karma. One in five Gen Zers and millennials get their score from a paid service like Equifax Complete (Table G).

Table G: Source of Credit Score Information

How do you know your credit score?

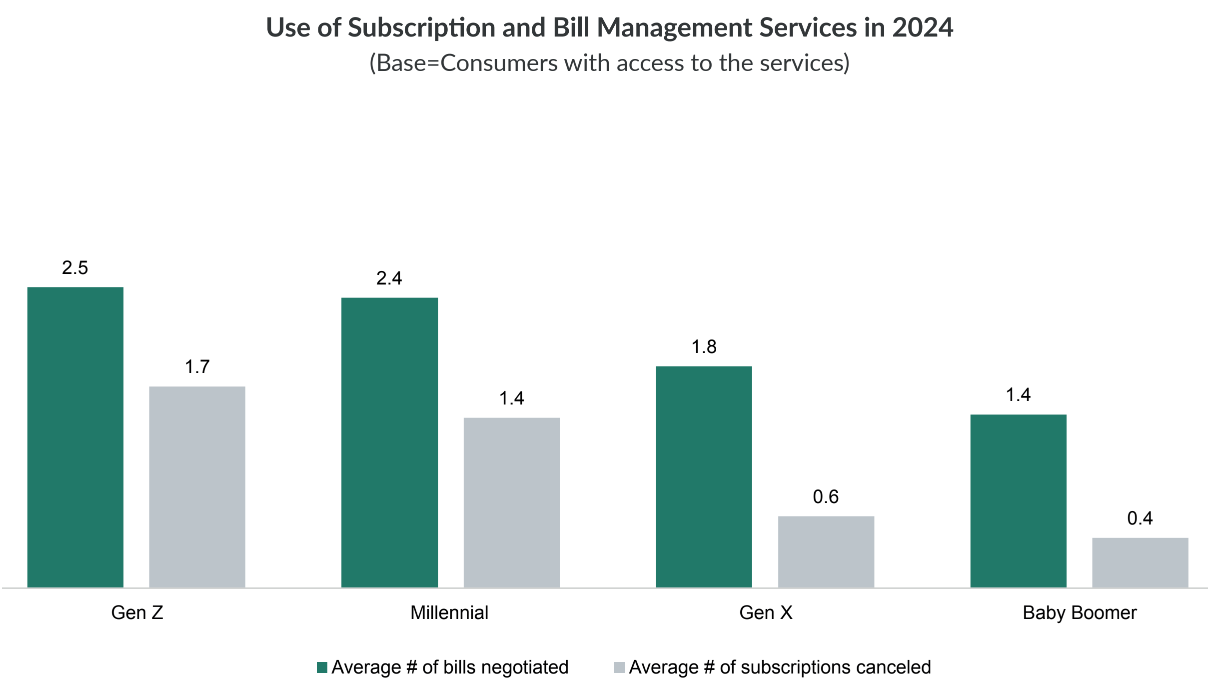
	Gen Z	Millennial	Gen X	Baby Boomer
Saw it on a free service (e.g., Credit Karma)	44%	50%	57%	51%
Bank or credit union website or app	51%	43%	42%	46%
Viewed it from a paid service	22%	21%	11%	5%
Applied for a loan and saw my score	14%	17%	8%	8%
Haven't seen it, but know what it is	3%	2%	4%	6%

Source: Cornerstone Advisors

Bill and Subscription Management

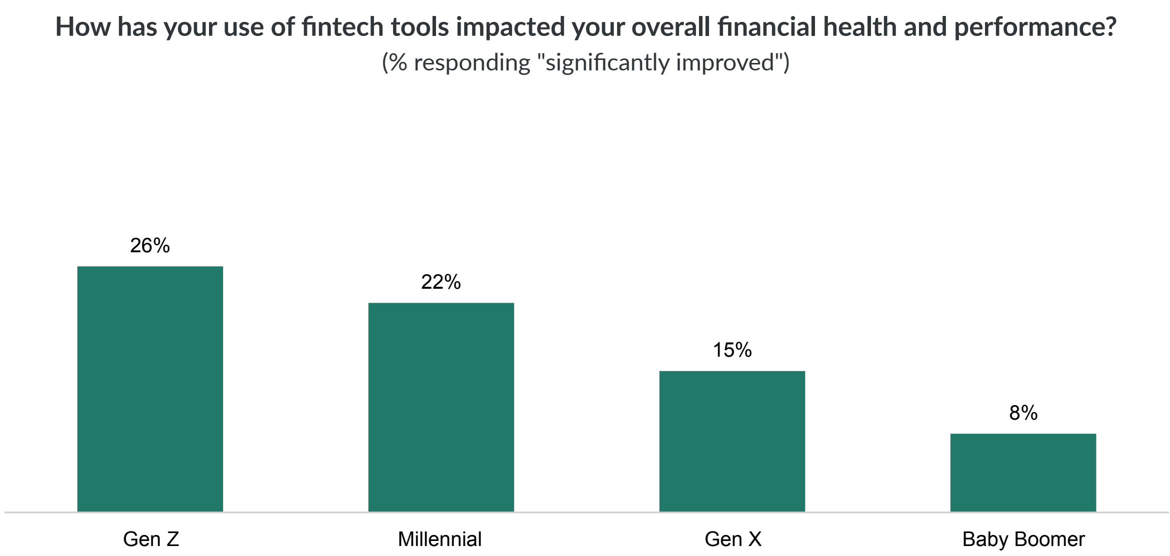
Many consumers don't use—or fail to get results from—the financial health tools they have access to. For those with access to bill management tools, the average number of bills negotiated in 2024 was fewer than three for Gen Zers and millennials and fewer than two for Gen Xers and boomers. Gen Zers and millennials with access to subscription management tools averaged fewer than two subscriptions canceled in 2024—for Gen Xers and boomers, it was fewer than one (Figure 8). This lack of utilization helps explain why so few consumers say their use of fintech tools significantly improves their overall financial health and performance (Figure 9).

Figure 8: Use of Financial Health Tools



Source: Cornerstone Advisors

Figure 9: Impact of Fintech on Financial Health



Source: Cornerstone Advisors

Conclusion: Financial institutions must take a tool-based approach to financial health and performance. By focusing on literacy and education, banks and credit unions aren't offering the tools and services consumers need to manage their financial lives. As a result, consumers turn to fintech providers for these tools, which fall short due to lack of utilization and—in our estimation—poor integration with consumers' financial accounts and the other tools they use.

Myth #4: Young Consumers Get All Their Financial Advice From TikTok

We might be in the wrong business. A study conducted by CMC Markets analyzed TikTok profiles to determine how influential—and profitable—financial content creators ("finfluencers") are on the social media platform.[3] The results will make you want to sit home in your pajamas and spew pithy financial advice in short videos for financially challenged Gen Zers. The study claimed that the top five finfluencers earn between $275,000 and $750,000 per year. When I published that in 2022, I got notes from a couple of them assuring me that they were making a lot more than that (Table H).

Table H: Top Finfluencers on TikTok

Finfluencer	TikTok handle	# of followers (in millions)	Potential earnings per sponsored post
Erika Kullberg	erikakullberg	8.9	$7,040
Mark Tilbury	marktilbury	7.1	$5,860
Duke Alexander Moore	dukelovestaxes	3.4	$2,720
Brandon Schlichter	investmentjoy	3.4	$2,640
Humphrey Yang	humphreytalks	3.3	$2,640

Source: CMC Markets

With numbers like these, it's easy to think that TikTok has become the primary source of financial advice for young consumers. It isn't. Parents are the top source of advice for Gen Zers, millennials, and even Gen Xers (Table I). Just 3 in 10 Gen Zers and a quarter of millennials get financial advice from social media platforms—and TikTok isn't even the most-frequently used platform. That honor goes to YouTube (Table J). That said, among Gen Zers, TikTok isn't far behind.

Table I: Source of Financial Advice

Where do you get financial advice and guidance from?

	Gen Z	Millennial	Gen X	Baby Boomer
Parents	59%	34%	22%	4%
Social media	29%	24%	20%	11%
Friends	21%	19%	17%	10%
Siblings	20%	13%	10%	7%
Other family members	16%	15%	17%	14%

Source: Cornerstone Advisors

Table J: Social Media Platforms Used for Financial Advice

Which social media or sharing platforms do you get financial advice from?

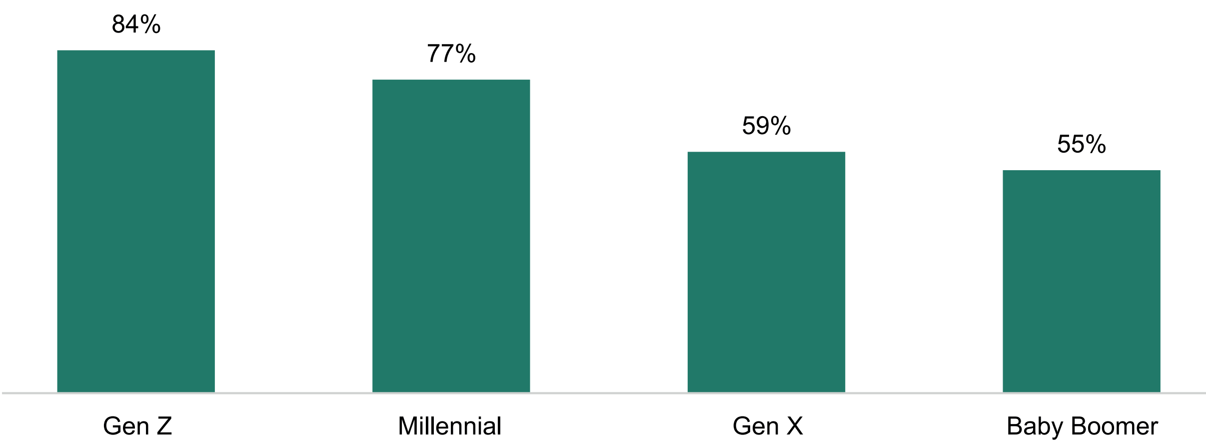
	Gen Z	Millennial	Gen X	Baby Boomer
YouTube	58%	55%	47%	47%
TikTok	47%	29%	11%	9%
Instagram	42%	25%	21%	19%
Facebook	33%	34%	24%	21%
Reddit	31%	29%	21%	17%
Credit Karma	28%	50%	40%	41%
LinkedIn	12%	19%	17%	12%
Bankrate	8%	10%	7%	11%
Credit Sesame	8%	11%	11%	12%
NerdWallet	8%	13%	19%	17%

Source: Cornerstone Advisors

We mentioned in the previous section that more than 4 in 10 consumers use a paid or free credit score provider. Among those that do, 84% of Gen Zers and 77% of millennials have acquired or applied for a financial product as a result of an ad or advice from one of the services (Figure 10). Credit cards, checking accounts, and savings accounts were the most-frequently mentioned products acquired or applied for.

Figure 10: Credit Score Provider Influence on Product Choice

Percentage of Credit Score Service Users Who Have Acquired/Applied for a Financial Product as a Result of an Ad or Advice From the Service



Source: Cornerstone Advisors

Conclusion: TikTok doesn't have a lock on providing financial advice. It's not realistic for a bank or credit union—or any financial services provider, for that matter—to think it can become the sole source of advice to any one consumer. The survey data suggests, however, that providing credit score management, reporting, and building services can be a gateway for providing advice to drive more product sales.

Myth #5: No One Pays for Fintech

Bank and credit union executives who believe that fintechs have made the inroads they have because they don't charge for anything and don't generate revenue are mistaken. **Consumers spent nearly $25 billion on fintech products, fees, and subscriptions in 2024.**

That's an 86% jump from 2021 when Cornerstone Advisors last estimated Americans' fintech spend. Gen Zers and millennials account for two-thirds of the total 2024 spend, but baby boomers are finally getting into the game and now account for 10% of the spend—up from less than 1% in 2021 (Table K).

Table K: Fintech Spending by Generation

Fintech Spending ($ in billions)

	2021	2024	% Change
Gen Z	$4.45	$7.46	68%
Millennial	$4.73	$9.32	97%
Gen X	$3.29	$5.37	63%
Baby Boomer	$0.82	$2.54	209%
TOTAL	$13.29	$24.69	86%

Source: Cornerstone Advisors

We didn't size the spend in every fintech category, but we do have estimates for the spend on credit score management, subscription management, and bill management/negotiation. Overall, consumers spent $3.4 billion on credit score management in 2024, 80% of it coming from Gen Zers and millennials. Spending on subscription management was just shy of $1 billion, and spend for bill management was just shy of $900 million (Table L).

Table L: Fintech Revenue by Category

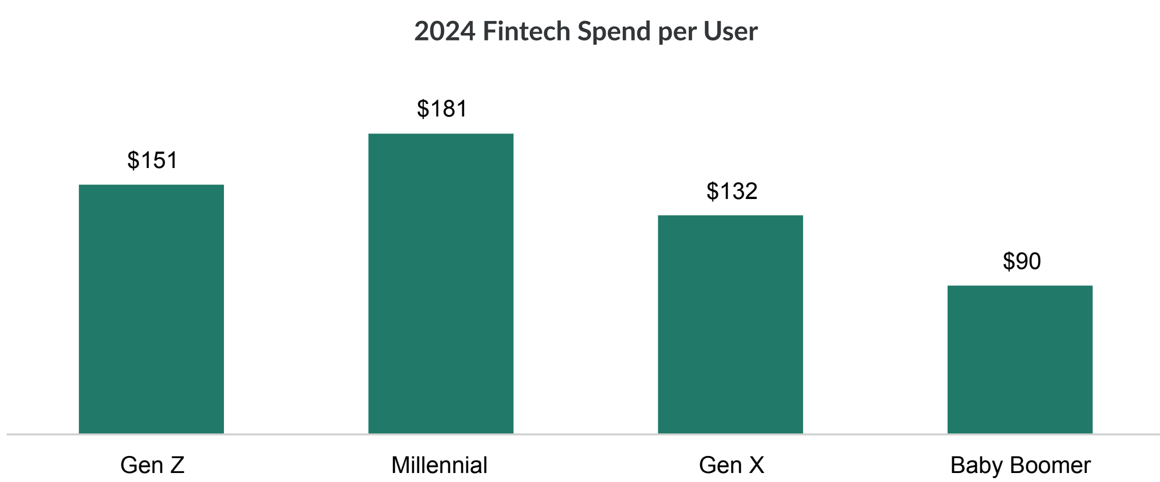
Fintech Spending ($ in millions)

	Gen Z	Millennial	Gen X	Baby Boomer	TOTAL
Credit score management	$1,554	$1,242	$514	$129	$3,440
Subscription management	$468	$399	$90	$30	$987
Bill management	$460	$315	$91	$11	$877
Other fintech	$4,978	$7,363	$4,676	$2,366	$19,383
TOTAL	**$7,460**	**$9,318**	**$5,372**	**$2,536**	**$24,686**

Source: Cornerstone Advisors

On a per-user basis, millennials spent the most on fintech tools, fees, and subscriptions, averaging $181 per user, followed by Gen Zers at $151 per user and Gen Xers at $132 per user (Figure 11).

Figure 11: 2024 Fintech Spend per User



Source: Cornerstone Advisors

> **Conclusion: Consumers spend a lot of money on fintech.** Why? To improve the ***performance*** of their financial lives, not their financial ***health***.

Recouping the Billions in Lost Revenue

It's not practical or realistic for banks and credit unions to think they can recoup the full $25 billion that consumers now spend on fintech fees, services, and subscriptions. But there is evidence that they can recapture some of it. Between a third and 40% of Gen Zers say they're "very interested" in getting financial health tools bundled with a checking account from a bank, credit union, or fintech—even for a fee. Among millennials, the percentages range from a quarter to 37% (Table M).

Table M: Interest in Getting Financial Health Tools From Financial Institutions

Percentage of Consumers "Very Interested" in Getting the Following Services From a Bank, Credit Union, or Fintech if it Was Bundled—for a Fee—With a Checking or Payment Account

	Gen Z	Millennial	Gen X	Baby Boomer
Identity theft protection	40%	37%	31%	21%
Credit builder/reporting	38%	31%	21%	10%
Data breach protection	37%	33%	23%	17%
Personal info removal	35%	33%	23%	13%
Debt management service	33%	27%	18%	7%
Subscription management	33%	29%	15%	9%
Bill analysis/negotiation service	32%	26%	14%	6%

Source: Cornerstone Advisors

Based on these percentages, banks and credit unions could add more than $1.6 billion in revenue by offering three services: credit score management, subscription management, and bill management and negotiation (Table N).

Table N: Potential Recouped Revenue

Potential Recouped Revenue ($ in millions)

	Gen Z	Millennial	Gen X	Baby Boomer	TOTAL
Credit score management	$591	$386	$107	$12	$1,097
Subscription management	$152	$116	$13	$3	$284
Bill management	$148	$82	$13	$1	$243
TOTAL	**$890**	**$584**	**$133**	**$16**	**$1,624**

Source: Cornerstone Advisors

That's the economic story. The broader, strategic story is that banks and credit unions should stop believing some of the myths of the industry and recognize that:

- **Direct deposit ain't what it's cracked up to be.** Direct depositors don't own (or have owned) more products than other consumers, and the path to primary status doesn't necessarily go through direct deposit. Other factors contribute, and combine, to help drive primary status.

- **Consumers' use of fintech complements—not cannibalizes—their use of banks and credit unions.** Consumers use fintechs to aggregate accounts, automate savings and investments, track and manage subscriptions, track expenses, view and manage their debt, and even invest in crypto. Many—if not all—of these activities are not replacing consumers' checking and payment accounts, and, in fact, often work in tandem with those accounts.

- **Financial institutions need to take a tool-based approach to financial health and performance.** By focusing on literacy and education, banks and credit unions aren't offering the tools and services consumers need to manage their financial lives. As a result, consumers turn to fintech providers for these tools, which fall short due to lack of utilization and poor integration with consumers' financial accounts and the other tools they use.

- **TikTok doesn't have a lock on providing financial advice.** It's not realistic for a bank or credit union—or any financial services provider, for that matter—to think it can become the sole source of advice to any one consumer. The survey data suggests, however, that providing credit score management, reporting, and credit-building services can be a gateway for providing advice to drive more product sales.

Simply changing existing marketing tactics and strategies won't help financial institutions recoup much of the foregone revenue. Instead, banks and credit unions must:

- **Redesign the checking account.** The problem isn't banks' and credit unions' marketing efforts—it's their products. The "checking account"—or whatever we end up calling it—needs to be redesigned to integrate financial performance features like credit score management, bill management, subscription management, and more.

- **Develop and test pricing strategies.** Pricing strategies need to be developed to incentivize consumers to add as many financial performance features as they want, need, and/or can afford. Financial institutions will find that they can offer a "freemium" approach—where some basic functionality of the add-on performance tools is offered for free, with a fee charged to provide more advanced features—or a flat subscription fee.

- **Partner with fintechs.** Few midsize financial institutions have the internal resources or capabilities to execute a product redesign. Fortunately, there's a growing number of fintechs that offer financial performance tools and partner with banks and credit unions. You won't have to build it, but you'll probably have to integrate it.

About the Author

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As Cornerstone Advisors' chief research officer, Ron Shevlin heads up the firm's fintech research efforts and authors many of the firm's studies. He has been a management consultant for more than 30 years, working with leading financial services, consumer products, retail, and manufacturing firms worldwide. Prior to joining Cornerstone, Shevlin was a researcher and consultant for Aite Group, Forrester Research, and Nolan, Norton & Co. Shevlin is the author of the book Smarter Bank, writes the Fintech Snark Tank blog on Forbes, and hosts the What's Going On in Banking podcast. Shevlin is ranked among the top banking and fintech thought leaders globally and is a frequent keynote speaker at banking and fintech industry events and at bank and credit union board of directors meetings.

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About Cornerstone Advisors

For more than 20 years, Cornerstone Advisors has delivered gritty insights, bold strategies, and data-driven solutions to build smarter banks, credit unions, and fintechs. From technology systems selection and implementation to contract negotiations, performance improvement, vendor management, strategic planning, and merger and acquisition services, Cornerstone combines its expertise with proprietary data to help financial institutions thrive in today's challenging environment.

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Endnotes

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Have questions regarding this report?

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