

5 questions to determine primary status with customers

A deposit account is the foundation of primary financial institution (PFI) status. If you have a customer's primary checking account, the benefits are clear and measurable.

Impact of having the primary checking account

17%[^]

Propensity to gain future loans

37%[^]

Propensity to gain future deposits

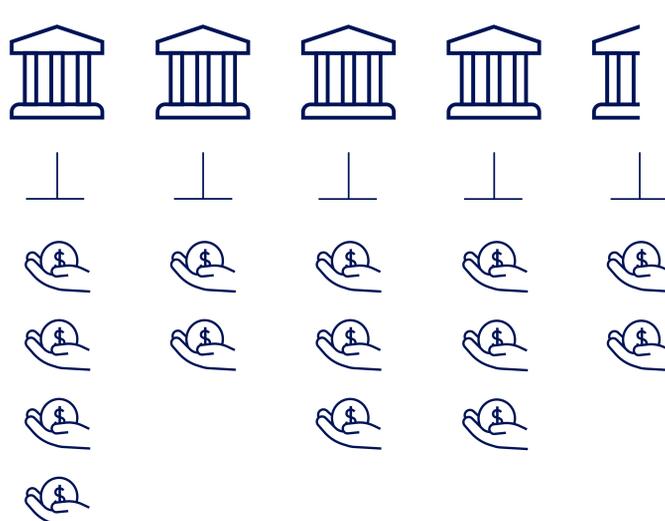
10%[^]

More likely to refer

Source: *Raddon report, The New Value of Checking*

Gaining the primary checking account and PFI status can be difficult

The average banked U.S. consumer has **14 accounts** across **4.4 financial service** providers, including credit card companies, person-to-person (P2P) providers, and buy now, pay later (BNPL) services.



Source: *Aite-Novarica Group report, The Primary Financial Relationship (December, 2022)*

Do you have primary status with your customers?

Do you hold their checking account?

Are you top of wallet with their debit card?

Are they receiving direct deposit payments at your account?

Does your customer utilize your bill pay services?

Does your customer manage their finances with your online banking platform?

If you answered no to any of the questions, unfortunately, your institution is not this customer's primary financial services provider. But don't worry, achieving primary financial institution status is possible with the correct strategy.

Blend Deposit Accounts — as part of our single, unified platform — delivers a best-in-class consumer experience that deepens engagement and cultivates lifelong relationships.

Gain primary financial institution status, faster.

Learn more and book a demo at [Blend.com/products/consumer-banking-suite/deposit-accounts/](https://blend.com/products/consumer-banking-suite/deposit-accounts/)