Expanding the Deposit Growth Toolbox

A Strategic Advisory from The CorePoint

Bank executives are navigating a highly competitive deposit environment where rate sensitivity, customer expectations, and relationship depth all influence growth. A strong deposit strategy requires more than competitive pricing; it requires a broader set of tools that help attract new balances, retain valuable relationships, and create customer experiences that feel transparent, flexible, and relevant.

High-Yield Savings Accounts as a Strategic Growth Lever

- **Calibrate pricing to growth objectives.** The rates offered on Limited Edition Savings and Companion Deposit Accounts should align with your institution's deposit growth goals. When growth is below expectations, reviewing pricing competitiveness can help ensure these products are positioned to attract and retain customer balances.

- **Equip retail teams for confident conversations.** Deposit growth depends on how effectively frontline teams can position product options. If Limited Edition Savings or Companion balances are not meeting expectations, consider gathering feedback on customer objections and reinforcing the value proposition so retail teams can present these accounts with confidence.

- **Create a variable-rate option for term-fund migration.** High-yield savings accounts provide another tool to transition select term funds into variable-rate savings relationships. Depending on your pricing strategy, this can be a valuable option for both customer retention and deposit cost management.

- **Use the Companion Deposit Account as a relationship marketing engine.** Rather than relying only on CD pricing, advertising the Companion rate can help drive stronger term-product engagement while also growing variable-rate savings balances. For single-service CD customers, targeted campaigns can encourage broader deposit relationships and improve household engagement.

- **Use every tool to deepen relationships.** The most effective deposit strategies combine pricing, product design, retail execution, and targeted outreach to engage, retain, and grow customer relationships.

Companion Deposit Accounts: A Targeted, Time-Bound Growth Play

One of the most overlooked opportunities in the toolbox is not a new product at all, it is a more deliberate use of one you already offer. Every CD you open is a moment of trust. Yet many depositors who open a CD never fund a Companion Deposit Account, often simply because the opportunity was not presented at the right time. A structured follow-up campaign lets you recover that moment on your own terms.

- **Reach back to recent CD openers who left the opportunity on the table.** Not every depositor who opened a CD was offered—or accepted—a Companion Deposit Account at account opening. A deliberate follow-up gives you a second, well-timed opportunity to capture that relationship while the CD is still fresh and the customer's goodwill is high.
- **Target precisely—you are not obligated to offer this to everyone.** The strongest economics come from a narrow, intentional list: CD holders who currently keep only a trivial amount of low-cost funds with you. These are customers who already trust you with term money but hold their liquid, low-cost balances at a competitor. That is in-market wallet share you can pursue without repricing your existing book or broadcasting a public rate.
- **Use a deadline to create constructive urgency.** Framing the invitation as a limited-time opportunity—"available through [date]"—gives the customer a clear reason to act now rather than defer. It applies the same discipline as a new-account welcome message, which offers a defined window (for example, ten days from CD opening), to the population of recent openers you have not yet converted.
- **Control the cost, not just the message.** Because the offer is extended selectively rather than advertised broadly, you decide who receives it and when. You protect your cost of funds, avoid resetting rate expectations across the portfolio, and direct incentive dollars only toward relationships where a second product measurably improves retention and household value.
- **Let the data build your list.** Data analytics can identify your single-service CD holders and flag those with minimal low-cost balances, so the campaign reaches exactly the households where the upside is greatest—turning a rate-driven transaction into a managed, multi-product relationship.

Enhanced Withdrawal as a Customer-Focused Differentiator

- **Traditional penalty structures may not fully protect low-cost term funding.** A standard "months of interest" penalty can be minimal on a low-rate CD, while the same structure may feel significantly more punitive to a customer holding a higher-rate CD.
- **Enhanced withdrawal aligns customer flexibility with bank economics.** An enhanced withdrawal option allows your institution to define penalty logic based on financial metrics that reflect your balance sheet strategy. This creates the opportunity to reward a customer when breaking a CD also benefits the bank.
- **A more transparent experience can strengthen trust.** From the customer's perspective, a penalty structure that considers the rate environment and recognizes when a customer decision benefits the bank can be a meaningful differentiator. The customer is not worse off than under a traditional months-of-interest penalty and may benefit when market and balance sheet conditions support it.

Strategic Takeaway

In today's deposit environment, banks that combine disciplined pricing with customer-centered product design will be better positioned to compete. High-yield savings solutions, selective and time-bound Companion Deposit Account campaigns, and enhanced withdrawal features can help executives build a more flexible deposit strategy—one that supports growth, protects funding, and gives customers more compelling reasons to expand their relationship with the bank.

Let's put the full toolbox to work.
To discuss how these strategies could support your institution's deposit growth goals, contact **Greg Dushan** at Greg@thecorepoint.com or **Kristi Krayenski** at Kristi@thecorepoint.com.