



New Account Talks

(Short Self Paced Recordings)



New Accounts Talks is a series of conversations about banking topics for the New Accounts area. This series purpose is to create unique short educational programs for both professional development and increasing technical expertise of our frontline staff. It is a more casual approach to learning fundamentals about account ownership, tax reporting, signature cards, documentation, cash, holds, regulations and other important topics. Designed for weekly or monthly meetings, orientation or ongoing development of your new accounts and branch staff, these Talks are a new approach which will complement and enhance your already developed new account training programs. Some Talks will fulfill annual training requirements such as BSA, and Regulation CC on Holds.

Download and place on your LMS system if you have one.

These are self paced videos. **Each institution is buying one license and can use the product for training in your institution.** This license does not permit sharing between financial institutions. Expected shelf life of the product approximately 5 years but some video files may have a shelf life indefinitely.

Included:

- 20 videos; each approximately 12- 15 minutes and includes quizzes
- New Account Handbook for the more formal training at your institution
- Sign-in Sheet and Certificate of Completion

**Purchase Price:
\$999 (includes all 20 videos)**

Who will benefit: Personal Bankers, New Accounts and Financial Service Representatives, Loan Assistants, Tellers, Branch Managers and Compliance Officers

Topics:

1. Be Your Professional Best!

This new account video focuses on professional skills. Begin relationships with account holders that last a lifetime with simple skills that promote trust and foundational building blocks for good relationships.

2. BSA—Customer Identification Programs (CIP) and Customer Due Diligence (CDD)

The Bank Secrecy Act (BSA) has requirements that set up good identification and verification processes at your financial institution. Learn more how we can know our account holder and how the account holder plans to use the account. This session can count towards annual BSA Training for Staff.

3. New Account Interview—The Script

Learn how to develop interviews for your account holders to comply with all the regulatory tasks that we have to accomplish. During this process, you will uncover sales opportunities and ability to help your account holder with future needs. It's a highly regulated business and a good interview technique can help you accomplish both the technical and sales aspects of your job.

4. W-9s and Account Set Up for Interest Reporting

As a withholding agent for the IRS, your financial institution has to develop procedures to gather and verify taxpayer identification numbers. We will review the SSN, EIN and ITIN and when they are used by whom. We will look at procedures for matching names to the control files for the IRS interest reporting.

5. Opening Nonresident Aliens Accounts (NRA) including the W-8BEN

When your account holder is a nonresident alien and in an interest-bearing account, there is an extra form called W-8BEN that must be completed. Learn more about opening NRA accounts both interest and noninterest bearing. Also learn how to complete the W-8BEN.

6. Opening Consumer Accounts

Our fundamental accounts opened for consumers are the back bone of our relationship banking. Learn about the three primary ownership types and rights at death. Learn about accounts with beneficiaries and how to set them up.

7. Opening Minor Accounts

Minor accounts include many different ownership types—UTMA, Joint, Pay On Death. Each of these ownership types has different ownership, access and insurance aspects. Learn how to set up minor accounts and when to offer which type to an account holder.

8. Opening Court-Ordered Accounts—Estates, Guardianships and Conservatorships

In account opening procedures, these are types of fiduciary accounts where one person acts for another in a legal capacity. Learn how to set-up court-ordered accounts and the risks and rewards of handling these complex accounts.

9. Opening Social Security Representative Payee and VA Fiduciaries Accounts

When the government names a person or entity to act for another person on their federal benefits this is through the social security administration or Veteran's Administration. The signer on these accounts is to set these accounts up in a specific way and manage the owner's funds according to the regulations. We have special ownerships for these types of accounts.

10. Opening Sole Proprietor Accounts

It should be the easiest business account, but very often is not. Learn how to open sole proprietor accounts. Learn when to use SSN or EIN and how DBAs are handled on the signature card and system.



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Topics continued:

11. Opening For Profit and Nonprofit Corporation Accounts

Our corporations for profit and nonprofit are foundational business accounts for your financial institution. Learn about the paperwork, CIP and taxpayer identification numbers on this important business account.

12. Opening Nonprofit Organization Accounts

While not having the formality of a nonprofit corporation, these organizational accounts are important to our communities and perform important civic and social activities. We have to make sure that they are set-up properly for CIP and CDD and we have a good understanding of why the entity exists. Learn how to open and document all types of nonprofits from clubs to campaigns.

13. Opening Formal Trust Accounts

A formal trust is the owner of property transferred to it by the grantors. We will see both revocable and irrevocable trust accounts. Some of these use SSN and some use EINs. Learn how to complete CIP and set up for trust accounts.

14. Opening Accounts for High-Risk Customers

What is a high-risk customer? What can we do as a financial institution to reduce the risk? Learn more about how to handle customers like money service businesses, nonresident aliens and more. How we go the extra mile and bank these special account holders will be discussed during this program.

15. New Account Deposit Disclosures

Over the years, our Congress has passed bills which have asked financial institutions to disclose certain issues to customers. These are issues like our funds availability, how to resolve errors on debit cards, privacy and how interest is calculated. We give these disclosures at New Accounts. Learn the importance of disclosures and how we can comply.

16. Placing a Hold on a New Account – Regulation CC

Not only are we required to disclose our funds availability, but Regulation CC asks that we place holds in a particular way. The new account hold is disclosed up front when we open accounts and is a hold we use in the first 30 days of a checking account life. Learn how to use the new accounts hold. This can count towards your annual Regulation CC training requirement.

17. Handling Deceased Accounts

When your customer dies, you will have to deal with the issues of rights at death. Who can get into the accounts and who does the money belong to after death? Learn more about rights at death and options for your customer's family after death.

18. FDIC and NCUA Deposit Insurance

Your account holder is insured by the FDIC. These insurance rules can be complicated. Learn the different ownership types and rights and who can be insured and how. This can count towards your insurance training requirement.

19. IRA Fundamentals

During this program, we will discuss the four types of IRAs and the eligibility issues for each type of IRA. You will learn how to fit your customer into the type of IRA he or she needs and how to open each one.

20. HSA Fundamentals

A look at the fundamentals of the Health Savings Account, this product is offered at many financial institutions around the country and goes with a high deductible health plan. You will learn the eligibility requirements and how your account holder can benefit from this product.

Speaker:



Deborah Crawford is the President of gettechnical, inc. a Baton Rouge-based firm, specializing in the education of banks and credit unions across the nation. Her 27+ years of banking and teaching experience began at Hibernia National Bank in New Orleans. She graduated from Louisiana State University with both her bachelor's and master's degrees. Deborah's specialty is in the deposit side of the financial institution where she teaches seminars on regulations, documentation, insurance and Individual Retirement Accounts.

Registration:

Mr./Mrs./Ms. _____

Bank _____

Email Address _____

Branch Street Address _____

City, State, Zip _____

Phone _____

Cell _____

Payment Options:

Check (Made payable to Louisiana Bankers Association)

Visa MasterCard American Express

Card Number _____

Expiration Date _____ Amount to be charged: _____

Name on Card (please print) _____

Signature _____

Billing Address: _____

Purchase Price: \$999 (includes all 20 videos)

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