**Introduction**

Before sending invites, most advisors first reach out to clients to let them know that an invitation to Flourish Cash is coming, in addition to why they believe it may be a good fit. While advisors commonly introduce clients to Flourish Cash during regularly scheduled in-person meetings, numerous advisors have also done so via emails, newsletters, and blog posts.

To help advisors craft client communications, this document contains:

1. An email that an advisor sent to his clients
   1. Page 2
2. Three introductory templates about Flourish Cash written by us:
   1. Page 3: Short Template
   2. Page 5: Long Template
   3. Page 7: Business Account Offering Template

**Email written by Advisor about Flourish**

“Good afternoon:

Over the years many clients ask where they should keep their reserve cash (i.e. emergency fund). When short-term interest rates were so low, there was not really many 'great' options. My typical response was to open a savings account at an online bank (like Ally) which at least offered some interest above 0% which is what most brick-and-mortar banks were offering. Well, now that short-term interest rates are much higher, I've been watching with interest to see how quickly the online banks are reacting to interest rate hikes.  
  
Also of very recent importance is the discussion around FDIC-insured deposits. I should take this moment to reiterate that despite some of the headline news, the federal regulators have decided to fully back even the uninsured deposits of those banks that have had some issues recently. That said, maximizing FDIC insured accounts is certainly on many of our minds these days.  
  
Hence, after due diligence and many discussions with the folks at Flourish, I am happy to announce an affiliation with Flourish Cash. I have attached a 4-page PDF which fully describes the platform and which will hopefully answer many questions. Early next week (hopefully on Monday), you will receive an 'invite' to open an account on the platform. This is entirely optional on your part and you have no obligation whatsoever to open an account.  
  
You may wonder why does [name of firm] like this platform so much? Well, for starters Flourish seems to be doing a good job keeping up with increases in short-term interest rates. Throughout my due diligence process the past few weeks, the crediting rate on their deposits has been [X]% APY. Today (Friday), they just announced an increase to [X]% APY. Given that my Ally account is still at [X]% APY, you may understand why this is of interest! I should also note here that since Flourish Cash has historically reacted fairly quickly to changes in the Fed Funds rate, that one should anticipate them to do the same when interest rates are decreasing.  
  
The second reason I like this platform is the enhanced FDIC insurance through their Program Banks. They just announced an increase in this to $6M for individual accounts and $12M for joint accounts. (Hence, for a married couple you could potentially have $24M in cash insured!) While not many of our clients hold these levels of cash, it is nice to know it is there.  
  
Finally, I find the platform to be very easy to use and highly intuitive. Hopefully anyone who chooses to use it will agree. Also, if you decide to open an account and you have relatives/friends who may want a better place for their cash, you can refer them to us through the platform. It is very easy.  
  
Okay, that is all for now. If there are any questions beyond the FAQ in the attached PDF, please let me know and look out for an email early next week inviting you sign up if you choose."

**Short Template**

[Space for a personalized introduction]

----

We are excited to offer Flourish Cash1 ​to clients of [XYZ]. This is an exclusive benefit that allows you to earn more on the cash you keep in checking and savings accounts today. Currently, the variable rate on cash for individuals, businesses, and joint accounts is {insert [current rate](https://www.flourish.com/rates)} APY.2 Other advantages include higher levels of FDIC insurance through multiple Program Banks,3 no Flourish fees,4 no minimums, and an unlimited number of transfers.5

Flourish Cash supports a variety of account types including individual and joint accounts, revocable trusts, businesses, non-profits, partnerships, LLCs and more.

If you have any questions about setting up your account you can feel free to reach out to me directly or to the Flourish team at (833) 808-5700 or [support@flourish.com](mailto:support@flourish.com).

Look forward to your feedback on our new offering.

Best,

[]

1 A Flourish Cash account is a brokerage account offered by Flourish Financial LLC, a registered broker-dealer and FINRA member. **Flourish Financial LLC is not a bank.** Check the background of Flourish Financial LLC and its personnel on FINRA's [BrokerCheck](https://brokercheck.finra.org/). The cash balance in a Flourish Cash account will be swept from the brokerage account to deposit account(s) at one or more third-party Program Banks that have agreed to accept deposits from customers of Flourish Financial LLC. The accounts at Program Banks will pay a variable rate of interest.

2 Flourish Cash currently has a tiered interest rate structure and currently has one tier in effect. Rate and FDIC insurance coverage details can be found in the [program summary](https://www.flourish.com/rates). We deposit your cash with one or more of the Program Banks, subject to any Program Bank(s) you have excluded. You will earn the highest rate offered by Flourish up to the maximum deposit amount for each tier. Each annual percentage yield (APY) may change at any time. Your advisor may charge fees which impact the effective rate you receive on your cash; you should speak with your advisor for more information. The Flourish Cash interest rate(s) could be lower than the rate that could be earned by opening a deposit account directly with a Program Bank.

3 The cash balance in a Flourish Cash account that is swept to one or more Program Banks is eligible for FDIC insurance, subject to FDIC rules, including aggregate insurance coverage limits. FDIC insurance will not be provided until funds arrive at the Program Bank. There are currently at least [24] Program Banks available to accept deposits for business Flourish Cash accounts and personal Flourish Cash accounts, and we are not obligated to allocate customer funds across more than this number of Program Banks if there is a greater number of banks in the program. Customers are generally eligible for FDIC insurance coverage of $250,000 per customer, per Program Bank, for each account ownership category. Thus, business customers are eligible for up to [$6,000,000] of FDIC insurance and personal customers are eligible for (i) up to [$6,000,000] of FDIC insurance for an individual account or revocable living trust account and (ii) up to [$12,000,000] of FDIC insurance for a joint account with two owners or joint revocable living trust(s). The total FDIC coverage for a two-person household is calculated assuming that each household member has an individual account and that both household members share a joint account. If the number of Program Banks decreases for a customer (for instance, because a customer chooses to exclude Program Banks from receiving their deposits), the amount of FDIC insurance through Flourish Cash could be lower. Typically, all of a customer’s deposits at a Program Bank in the same ownership category (including deposits held outside Flourish Cash or held through multiple Flourish Cash accounts with the same ownership category) count toward the FDIC insurance limit for deposits at that Program Bank. Customers are responsible for monitoring whether they maintain deposits at a Program Bank outside of Flourish Cash and should consider choosing to exclude that Program Bank from receiving their deposits to avoid exceeding FDIC insurance limits. Although Flourish Cash is offered through a brokerage account and cash held in brokerage accounts often has the benefit of SIPC protection, until such time as we offer securities products, customers likely will not have the benefit of SIPC protection. SIPC protection is not available for cash held at the Program Banks. Our current Program Banks can be found [here](https://info.flourish.com/program-banks). For additional information regarding FDIC coverage, visit <https://fdic.gov/>.

4 Advisory firms may charge fees that are collected from Flourish accounts and that may impact the effective rate received. Speak with your advisory firm for more information. Wire fees may apply.

5 For transfer requests submitted by the applicable deadline, funds will generally be transferred to or from the requested external account by the same or next business day, except for requests submitted on the weekend or on a holiday, which should be completed by the following business day. In some circumstances, transfers may take longer to complete, as further described in your Account Agreement. For withdrawal requests, fund availability is subject to the processing timeline of the receiving financial institution and may not be displayed or available until the end of the financial institution's business day.

**Long Template**

[Space for a personalized introduction]

----

Information about Flourish Cash1

Flourish Cash is designed to help you or your business earn a competitive interest rate on your cash while providing you with access to increased FDIC insurance coverage through a network of Program Banks,2 all within an account that’s designed for complete ease-of use: no Flourish fees,3 no minimums, and an unlimited number of transfers.4 Flourish Cash is available by invitation only.

Any money you transfer into your Flourish Cash account will be automatically deposited at select FDIC-member banks, such as PNC Bank and HSBC Bank USA, through a broker-dealer “sweep program.” This means your cash will receive FDIC insurance coverage as if you had deposited that cash directly with those banks,2 and you can withdraw it whenever you need it.4

Flourish Cash gives you one account that provides:

* **A competitive interest rate**:5 Earn up to {insert [current rate](https://www.flourish.com/rates)}% APY on cash for individual, businesses, and joint accounts.
* **Keep your cash FDIC insured:** Receive FDIC insurance coverage through a network of Program Banks of up to [$6M] for an individual or business account and [$12M] for a joint account.2
* **Easily access your cash:** Transfer money with just a few clicks whenever you need it with an unlimited number of transfers4
* **Zero minimums, zero Flourish fees**: Flourish Cash was built for total flexibility, with no minimums and no Flourish fees – all while taking less than five minutes to sign up
* **Support for multiple account types:** Individual and joint accounts, revocable trusts, businesses, nonprofits, partnerships, LLCs, and more.

If you have any questions about setting up your account, you can feel free to reach out to me directly or to the Flourish team at (833) 808-5700 or [support@flourish.com](mailto:support@flourish.com).

Look forward to your feedback on our new offering.

Best,

[]

1 A Flourish Cash account is a brokerage account offered by Flourish Financial LLC, a registered broker-dealer and FINRA member. **Flourish Financial LLC is not a bank.** Check the background of Flourish Financial LLC and its personnel on FINRA's [BrokerCheck](https://brokercheck.finra.org/). The cash balance in a Flourish Cash account will be swept from the brokerage account to deposit account(s) at one or more third-party Program Banks that have agreed to accept deposits from customers of Flourish Financial LLC. The accounts at Program Banks will pay a variable rate of interest.

2 The cash balance in a Flourish Cash account that is swept to one or more Program Banks is eligible for FDIC insurance, subject to FDIC rules, including aggregate insurance coverage limits. FDIC insurance will not be provided until funds arrive at the Program Bank. There are currently at least [24] Program Banks available to accept deposits for business Flourish Cash accounts and personal Flourish Cash accounts, and we are not obligated to allocate customer funds across more than this number of Program Banks if there is a greater number of banks in the program. Customers are generally eligible for FDIC insurance coverage of $250,000 per customer, per Program Bank, for each account ownership category. Thus, business customers are eligible for up to [$6,000,000] of FDIC insurance and personal customers are eligible for (i) up to [$6,000,000] of FDIC insurance for an individual account or revocable living trust account and (ii) up to [$12,000,000] of FDIC insurance for a joint account with two owners or joint revocable living trust(s). The total FDIC coverage for a two-person household is calculated assuming that each household member has an individual account and that both household members share a joint account. If the number of Program Banks decreases for a customer (for instance, because a customer chooses to exclude Program Banks from receiving their deposits), the amount of FDIC insurance through Flourish Cash could be lower. Typically, all of a customer’s deposits at a Program Bank in the same ownership category (including deposits held outside Flourish Cash or held through multiple Flourish Cash accounts with the same ownership category) count toward the FDIC insurance limit for deposits at that Program Bank. Customers are responsible for monitoring whether they maintain deposits at a Program Bank outside of Flourish Cash and should consider choosing to exclude that Program Bank from receiving their deposits to avoid exceeding FDIC insurance limits. Although Flourish Cash is offered through a brokerage account and cash held in brokerage accounts often has the benefit of SIPC protection, until such time as we offer securities products, customers likely will not have the benefit of SIPC protection. SIPC protection is not available for cash held at the Program Banks. Our current Program Banks can be found [here](https://info.flourish.com/program-banks). For additional information regarding FDIC coverage, visit <https://fdic.gov>/.

3 Advisory firms may charge fees that are collected from Flourish accounts and that may impact the effective rate received. Speak with your advisory firm for more information. Wire fees may apply.

4 For transfer requests submitted by the applicable deadline, funds will generally be transferred to or from the requested external account by the same or next business day, except for requests submitted on the weekend or on a holiday, which should be completed by the following business day. In some circumstances, transfers may take longer to complete, as further described in your Account Agreement. For withdrawal requests, fund availability is subject to the processing timeline of the receiving financial institution and may not be displayed or available until the end of the financial institution's business day.

5 Flourish Cash currently has a tiered interest rate structure and currently has one tier in effect. Rate and FDIC insurance coverage details can be found in the [program summary](https://www.flourish.com/rates). We deposit your cash with one or more of the Program Banks, subject to any Program Bank(s) you have excluded. You will earn the highest rate offered by Flourish up to the maximum deposit amount for each tier. Each annual percentage yield (APY) may change at any time. Your advisor may charge fees which impact the effective rate you receive on your cash; you should speak with your advisor for more information. The Flourish Cash interest rate(s) could be lower than the rate that could be earned by opening a deposit account directly with a Program Bank.

**Informing clients about Flourish Cash business accounts**

Below is information that advisors can use to inform clients about our business account offering:

Clients need great solutions for not just their personal cash, but also their business cash. Accounts designed specifically for business cash reserves can be essential for entrepreneurs and small business owners. However, options for business accounts are limited and are often characterized by dramatically lower rates, cumbersome account opening processes, and restrictions on liquidity.1

To address these challenges, {firm name} partners with Flourish Cash,† which offers business accounts the same competitive rate – {insert [current rate](https://www.flourish.com/rates)}% APY§ – and FDIC coverage through its Program BanksΩ – up to $6M – as individual accounts. Flourish Cash business accounts also offer unlimited transfers, no Flourish account fees,∫∫ and no minimums, all with a completely online account-opening experience.

Flourish Cash offers business accounts for corporations, LLCs, nonprofits, and partnerships, and serves more than 2,800 businesses with nearly $750 million on the platform. In 2024, businesses who used Flourish Cash collectively earned more than $37.8 million in interest.||

We know that effectively managing cash reserves can have a major impact on your business and are excited to support you with this offering. Please reach out if you would like an invitation to Flourish Cash or if you have any questions.

Best,

[]

1 <https://www.nerdwallet.com/best/small-business/business-checking-accounts>

† A Flourish Cash account is a brokerage account offered by Flourish Financial LLC, a registered broker-dealer and FINRA member. **Flourish Financial LLC is not a bank**. Check the background of Flourish Financial LLC and its personnel on FINRA's [BrokerCheck](https://brokercheck.finra.org/). The cash balance in a Flourish Cash account will be swept from the brokerage account to deposit account(s) at one or more third-party Program Banks that have agreed to accept deposits from customers of Flourish Financial LLC. The accounts at Program Banks will pay a variable rate of interest.

§ Flourish Cash currently has a tiered interest rate structure and currently has one tier in effect. Rate and FDIC insurance coverage details can be found in the [program summary](https://www.flourish.com/rates). We deposit your cash with one or more of the Program Banks, subject to any Program Bank(s) you have excluded. You will earn the highest rate offered by Flourish up to the maximum deposit amount for each tier. Each annual percentage yield (APY) may change at any time. Your advisor may charge fees which impact the effective rate you receive on your cash; you should speak with your advisor for more information. The Flourish Cash interest rate(s) could be lower than the rate that could be earned by opening a deposit account directly with a Program Bank.

Ω The cash balance in a Flourish Cash account that is swept to one or more Program Banks is eligible for FDIC insurance, subject to FDIC rules, including aggregate insurance coverage limits. FDIC insurance will not be provided until funds arrive at the Program Bank. There are currently at least 24 Program Banks available to accept deposits for business Flourish Cash accounts and personal Flourish Cash accounts, and we are not obligated to allocate customer funds across more than this number of Program Banks if there is a greater number of banks in the program. Customers are generally eligible for FDIC insurance coverage of $250,000 per customer, per Program Bank, for each account ownership category. Thus, business customers are eligible for up to $6,000,000 of FDIC insurance and personal customers are eligible for (i) up to $6,000,000 of FDIC insurance for an individual account or revocable living trust account and (ii) up to $12,000,000 of FDIC insurance for a joint account with two owners or joint revocable living trust(s). The total FDIC coverage for a two-person household is calculated assuming that each household member has an individual account and that both household members share a joint account. If the number of Program Banks decreases for a customer (for instance, because a customer chooses to exclude Program Banks from receiving their deposits), the amount of FDIC insurance through Flourish Cash could be lower. Typically, all of a customer’s deposits at a Program Bank in the same ownership category (including deposits held outside Flourish Cash or held through multiple Flourish Cash accounts with the same ownership category) count toward the FDIC insurance limit for deposits at that Program Bank. Customers are responsible for monitoring whether they maintain deposits at a Program Bank outside of Flourish Cash and should consider choosing to exclude that Program Bank from receiving their deposits to avoid exceeding FDIC insurance limits. Although Flourish Cash is offered through a brokerage account and cash held in brokerage accounts often has the benefit of SIPC protection, until such time as we offer securities products, customers likely will not have the benefit of SIPC protection. SIPC protection is not available for cash held at the Program Banks. Our current Program Banks can be found [here](https://info.flourish.com/program-banks). For additional information regarding FDIC coverage, visit <https://fdic.gov>/.

∫∫Advisory firms may charge fees that are collected from Flourish accounts and that may impact the effective rate received. Speak with your advisory firm for more information. Wire fees may apply.

|| Source: Flourish Financial LLC; data as of 01/01/2025.