

# SHORT-TERM INVESTING: INSURED DEPOSIT ACCOUNTS FOUNDATIONS



## BRUCE BENT II

Chief Executive Officer and President, Landing Rock

## CRAIG JEFFERY

Founder & Managing Partner, Strategic Treasurer



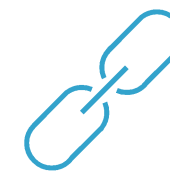
### WHAT

Understanding how insured deposit accounts work, how they're typically used, and how they compare to other short-term investment options.



### WHEN

Thursday, March 24, 2022  
11:00 – 11:30 AM EDT



### WHERE

Live online presentation  
Replays at [StrategicTreasurer.com](https://StrategicTreasurer.com)



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# ABOUT THE SPEAKERS

GET TO KNOW TODAY'S SUBJECT MATTER EXPERTS



## BRUCE BENT II

Mr. Bent is President of Landing Rock Cash Management and Vice Chairman of Double Rock Corporation, a leading financial services and technologies holding company, which created some of the industry's most innovative short-term asset management, cash and cash-related solutions.

He is a distinguished leader in the financial technologies and asset management business, having grown the predecessor Double Rock cash management companies from \$4 billion in AUM to over \$130 billion. His vision and entrepreneurial drive have been the catalyst for many influential and relevant products in the industry.



## CRAIG JEFFERY

Craig Jeffery formed Strategic Treasurer in 2004 to provide corporate, educational and government entities direct access to comprehensive and current assistance with their treasury and financial process needs.

His 30+ years of financial and treasury experience as a practitioner and as a consultant have uniquely qualified him to help organizations craft realistic goals and achieve significant benefits quickly.

# TOPICS OF DISCUSSION

KEY AREAS OF FOCUS &  
ANALYSIS



## CURRENT SITUATION

RATES



## SHORT-TERM INVESTING

OPTIONS AND FEATURES



## YIELDS

OF VARIOUS SHORT-TERM  
OPTIONS



## INSURED DEPOSIT ACCOUNTS

ROLE AND ADVANTAGES

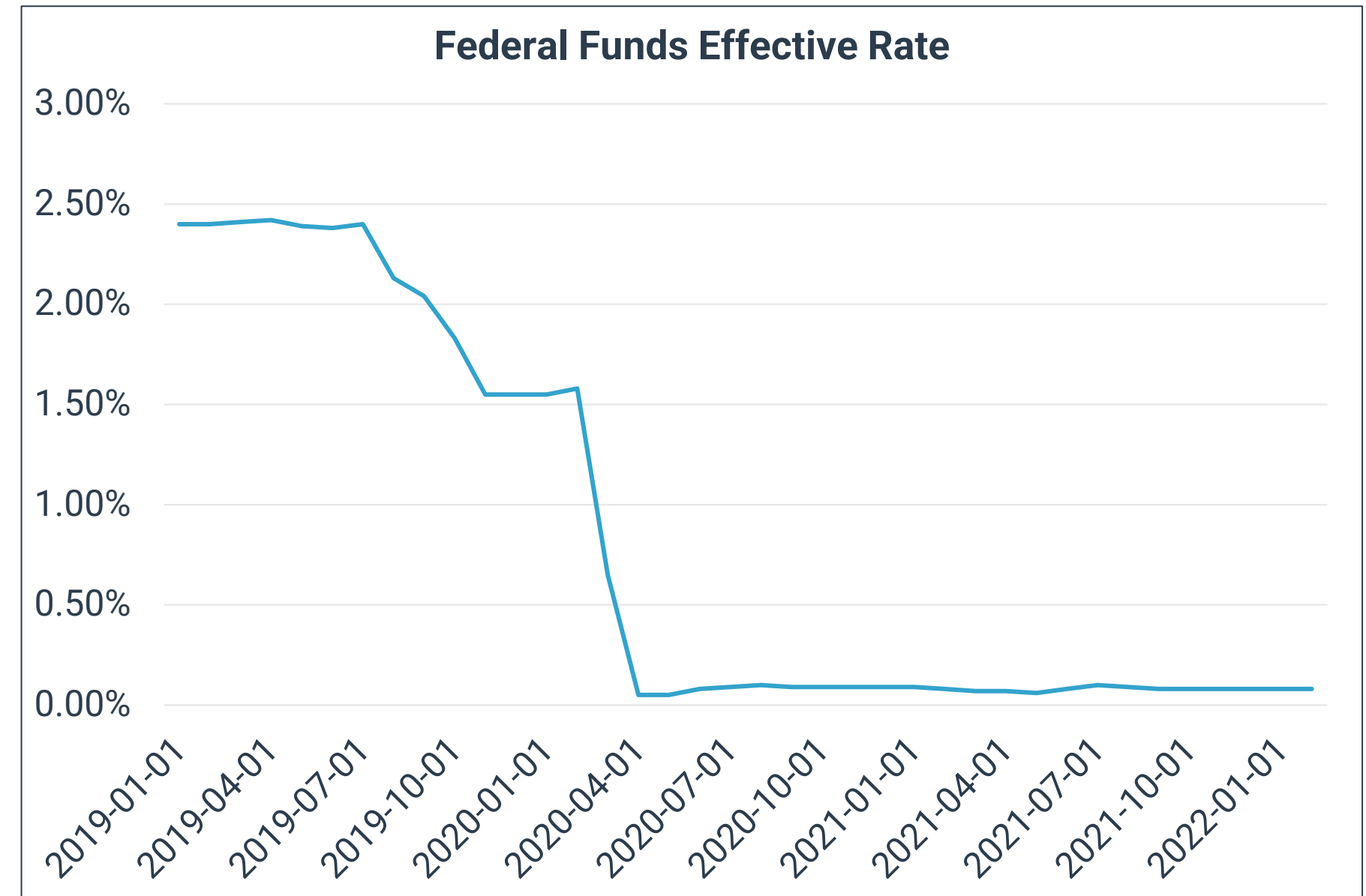
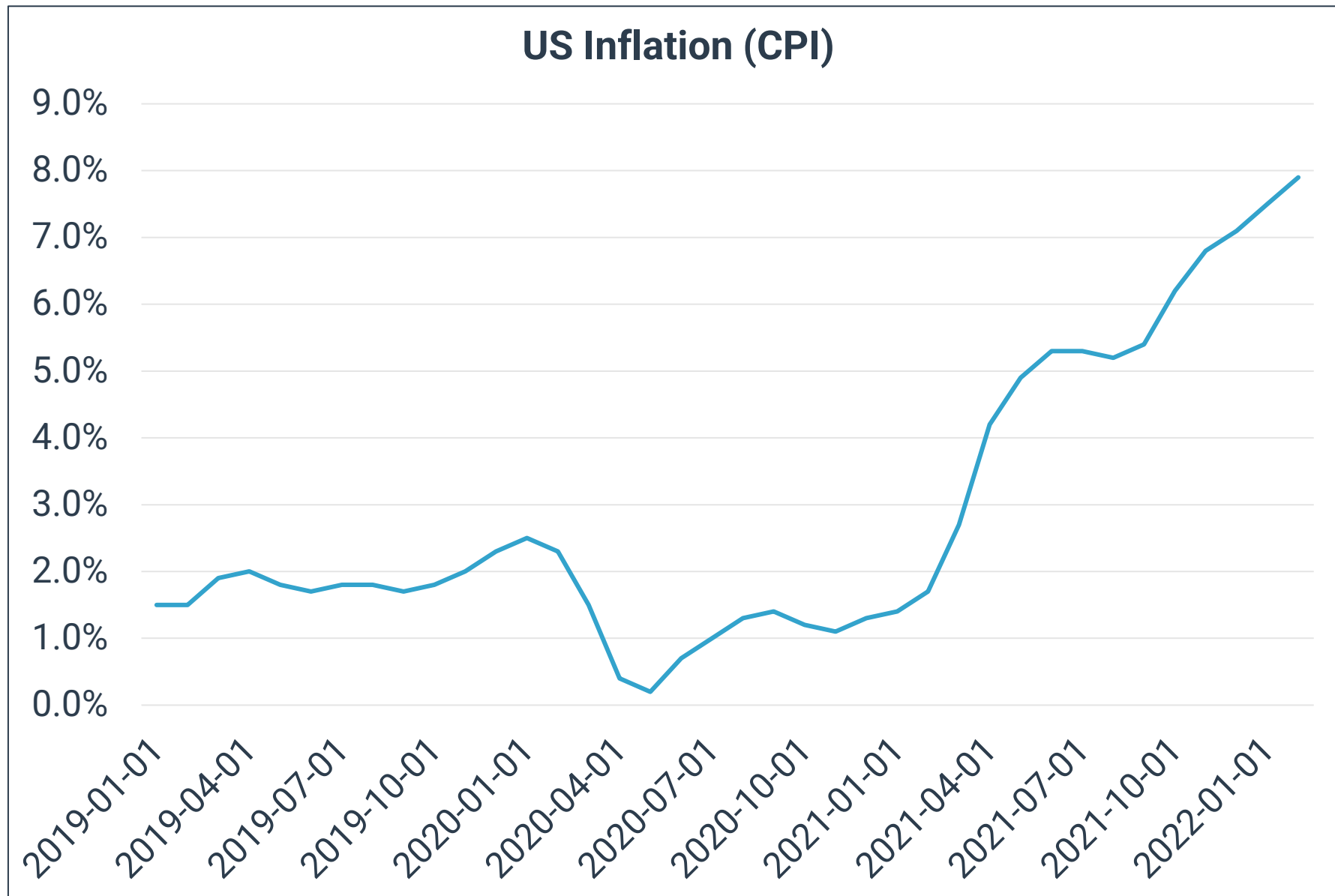


## KEY TAKEAWAYS

AND FINAL THOUGHTS

# CURRENT DEVELOPMENTS

## INFLATION AND FED RATE



### Expectations of rate rise in 2022

0-25 bps

Nov 21

25 bps

Dec 21

50 bps

Jan 22

150 bps

Feb 22

Sources: [U.S. Bureau of Labor Statistics](#), [Board of Governors of the Federal Reserve System \(US\)](#); For expectations: Various sources used




# SHORT-TERM INVESTING

## U.S. OPTIONS

	SAFETY	LIQUIDITY	YIELD/RATE	EFFICIENCY
<b>MMF</b> <ul style="list-style-type: none"> <li>• Prime</li> <li>• Government</li> </ul>	<ul style="list-style-type: none"> <li>• Very high</li> <li>• Highest</li> </ul>	<ul style="list-style-type: none"> <li>• Very high</li> <li>• Very high</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> <li>• Medium</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> <li>• High</li> </ul>
<b>Insured Deposits</b> <ul style="list-style-type: none"> <li>• Overnight</li> <li>• Term</li> </ul>	<ul style="list-style-type: none"> <li>• Highest</li> <li>• Highest</li> </ul>	<ul style="list-style-type: none"> <li>• Daily</li> <li>• Variable</li> </ul>	<ul style="list-style-type: none"> <li>• Variable</li> <li>• Variable</li> </ul>	<ul style="list-style-type: none"> <li>• Variable</li> <li>• Variable</li> </ul>
<b>Short-Term Bonds</b>	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• High</li> </ul>	<ul style="list-style-type: none"> <li>• Variable</li> </ul>	<ul style="list-style-type: none"> <li>• Low</li> </ul>

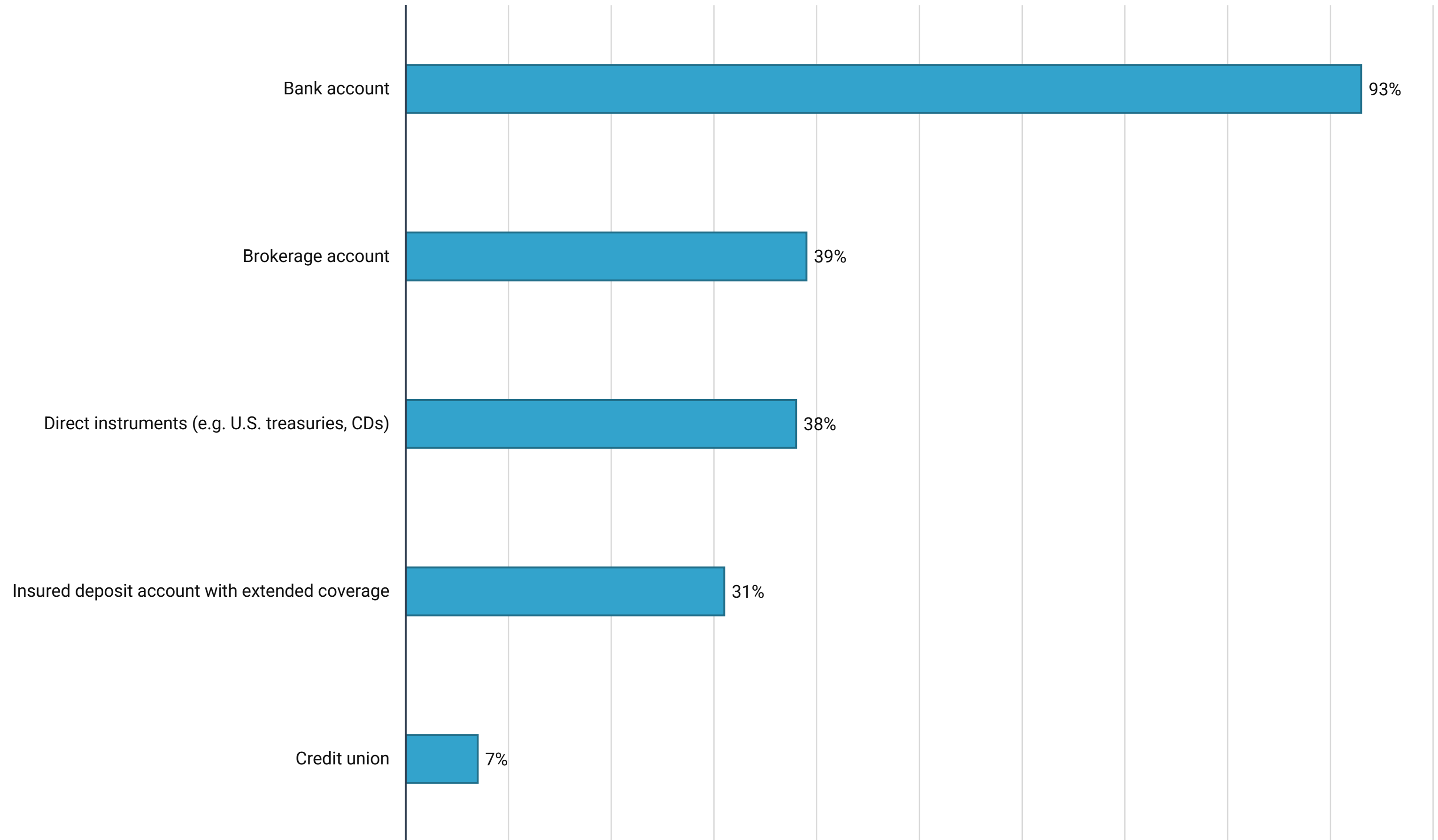
# EFFICIENCY

## SHORT-TERM OPTIONS

		 Efficiency	 Transaction Method	 Quantity	
<b>MMF</b>		High	Portal	Single Transaction	Integration
<b>CDs</b>	<b>Individual</b>	Low	Manual	Multiple Transactions	No labor/Paperless
	<b>Portal</b>	High	Portal	Single Transaction	Integration
<b>Short-Term Bonds</b>		Low	Manual	Multiple Transactions	



# POLL QUESTION

Regarding your cash, do you use:



# LIMITATIONS

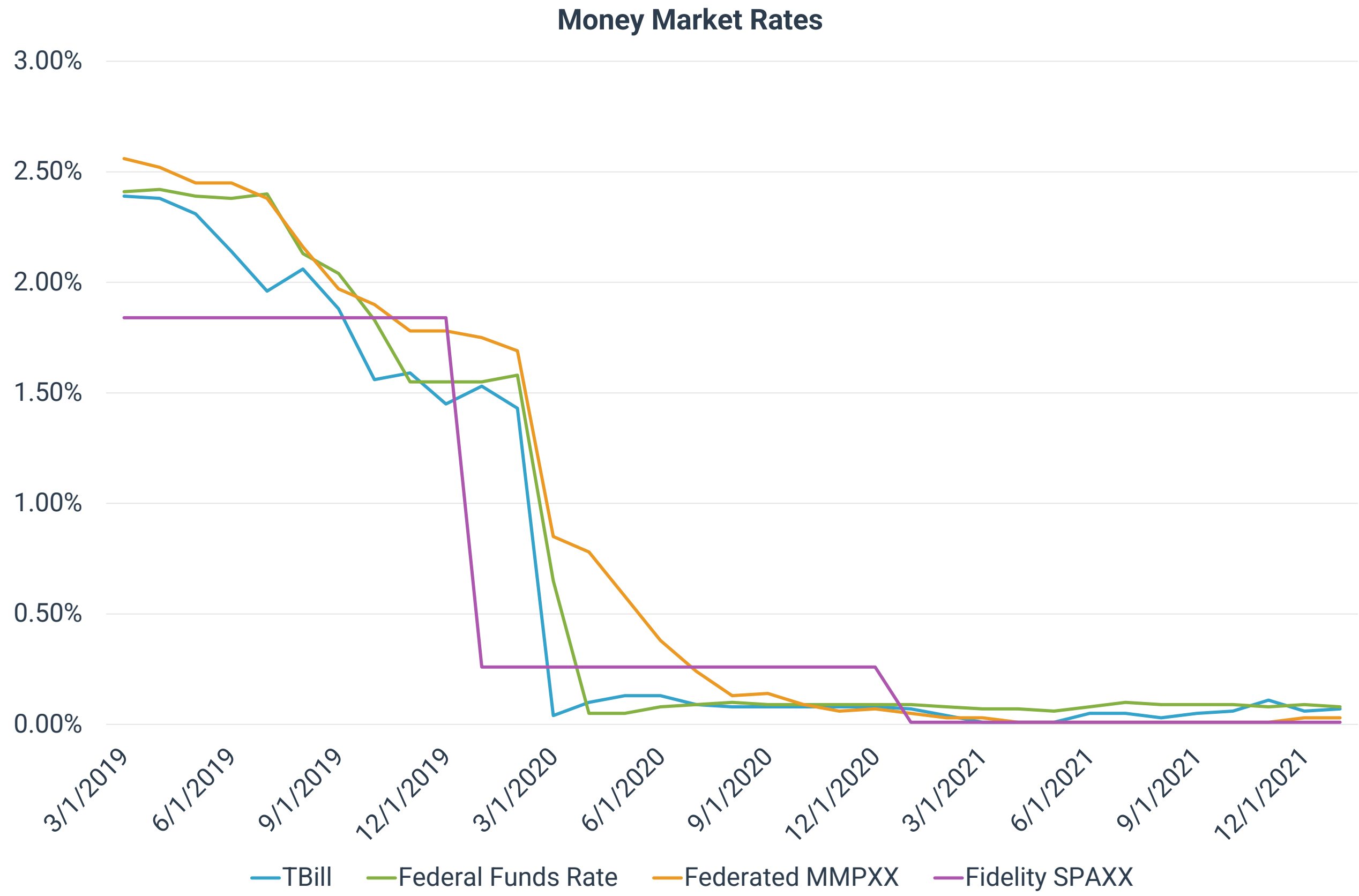
## SHORT-TERM OPTIONS

	 <b>Amounts</b>	 <b>Safety</b>
<b>MMF: Government</b>	No limit	Highest: Full faith and credit
<b>MMF: Prime</b>	No limit	High: Underlying securities
<b>Bank Deposits</b>	Insured: 250K per institution Uninsured: >250K per institution	Highest: Up to \$250K per institution and tax ID
<b>Insured Deposit Accounts</b>	Insured: \$15M/\$20M/\$25M+	Highest: FDIC/NCUA



# YIELDS

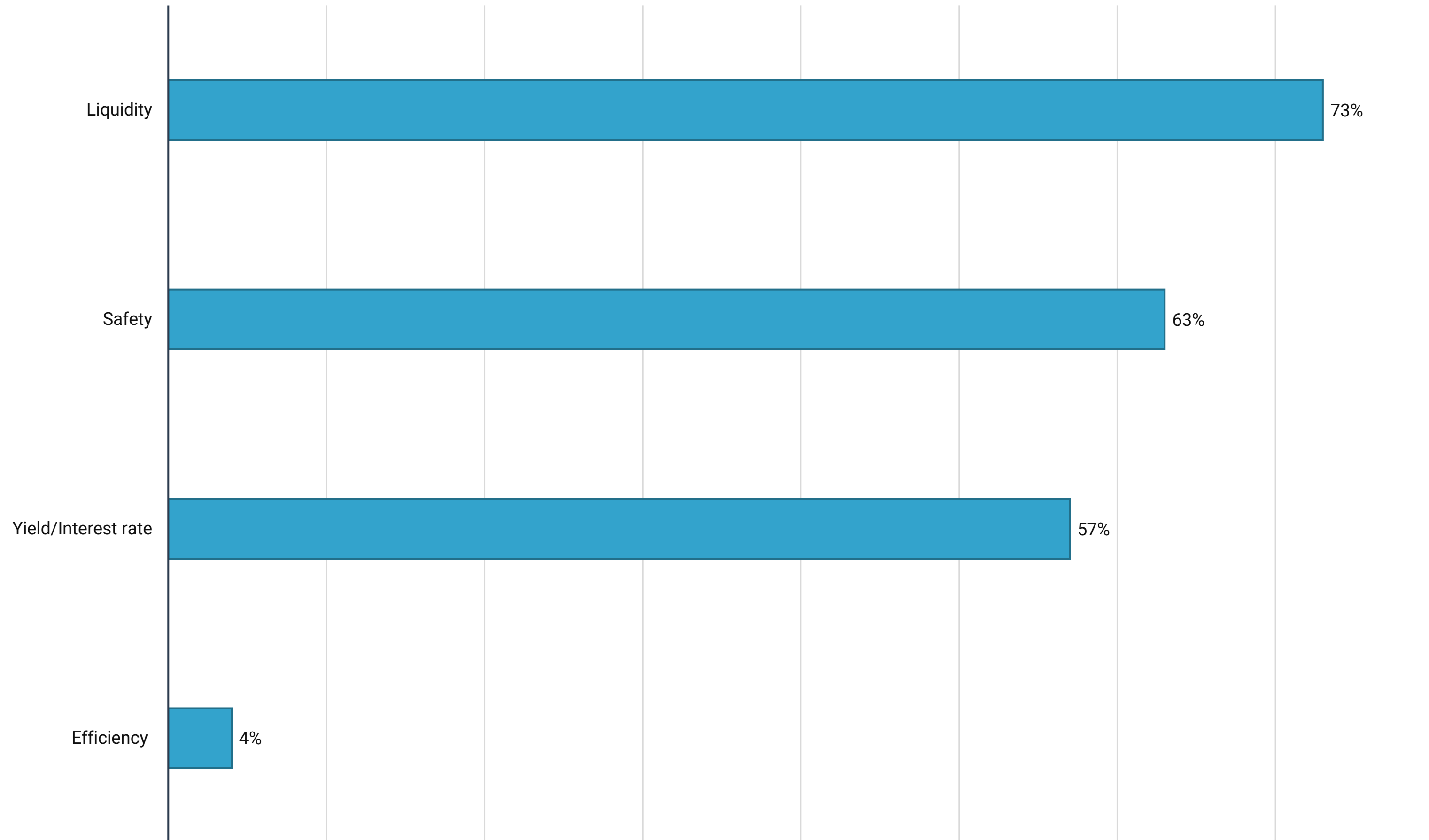
## MONEY MARKET



Sources: [Tbill](#), [Federal Funds Rate](#), [Federated MMPXX](#), [Fidelity SPAXX](#)

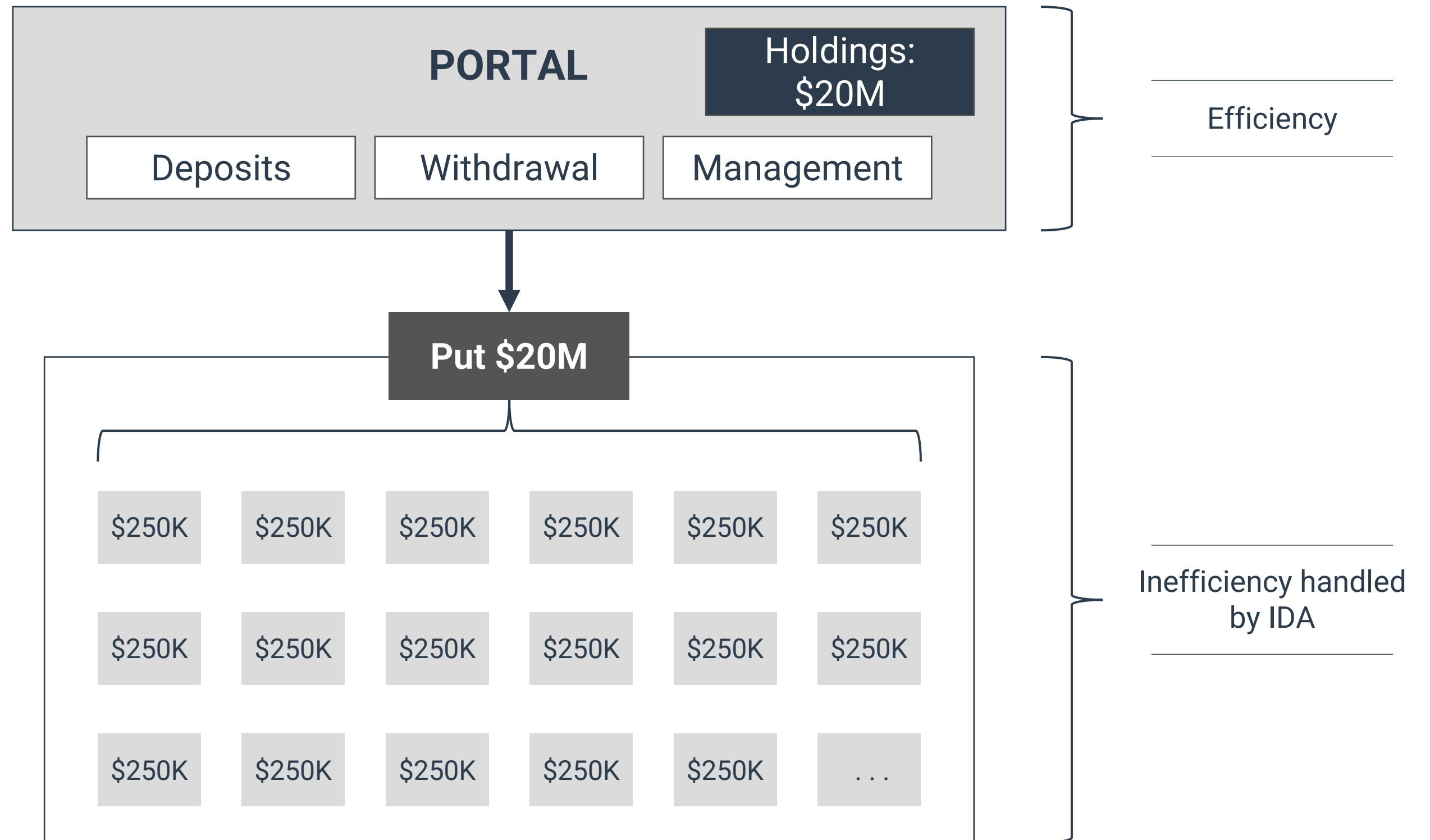
# POLL QUESTION

**What are the 2 most important factors to you when considering short-term investments?**



# INSURED DEPOSIT ACCOUNTS

## FUNCTION AND BENEFITS



**Larger purchases**



**Fully insured**



**Efficient trading**

# KEY TAKEAWAYS: IDA



## DIVERSIFICATION & SAFETY

- Key strategy for safety
- “Zero risk”
- What level of safety matters?



## EFFICIENCY

- Ease of trading and transacting



## YIELD/INTEREST

- SLY balanced for yield comparisons

# LET'S CONNECT

DON'T LET THE LEARNING END HERE...  
CONTACT US WITH ANY FUTURE QUESTIONS.

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



## STRATEGIC TREASURER

Craig A. Jeffery  
*Managing Partner*

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## LANDING ROCK

Bruce Bent II  
*CEO and President*

🌐 [linkedin.com/company/landing-rock-cash-management](https://linkedin.com/company/landing-rock-cash-management)

🌐 [landingrock.com/](https://landingrock.com/)



## LISTEN:

[Episode 185: Primer: Insured Deposit Accounts](#)

[Episode 186: Insured Deposit Accounts](#)

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