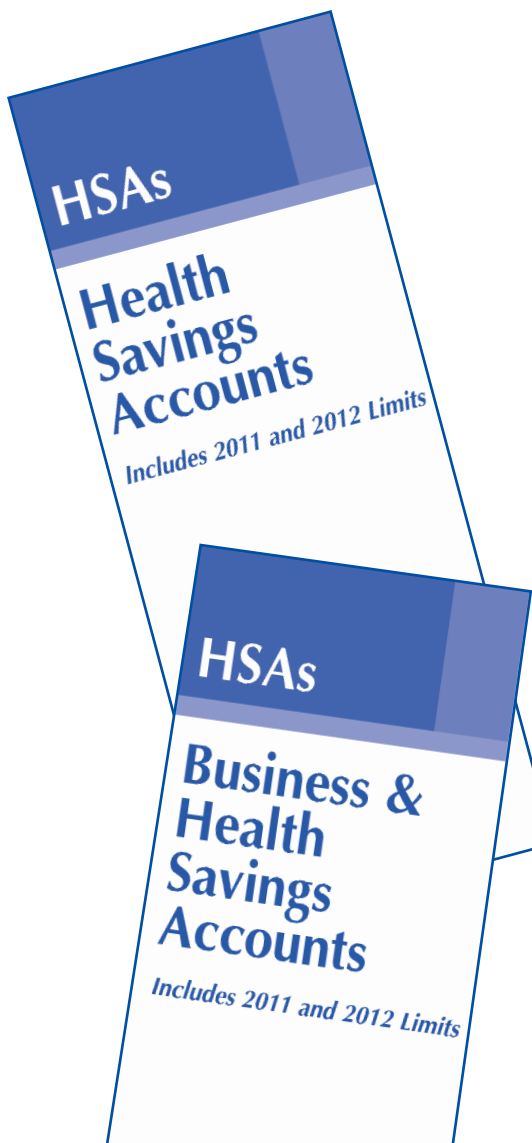


# HSA Lobby Brochures



More and more businesses will be considering HSAs because HSAs, in conjunction with a high deductible health plan (HDHP), will present these businesses with a way to save money. Before deciding if the HSA/HDHP is the route a business wishes to go, the business decision maker wants to understand certain basic information. We have written an HSA brochure presenting basic HSA information, including an explanation as to why a business and its employees may be better off with an HSA/HDHP product versus the standard major medical policy.

HSAs can present your financial institution with a new tool to gain new customers (businesses and individuals), new deposits, and to solidify old relationships. There are numerous ways your institution can benefit by making the decision to be an HSA custodian. Don't think you and your personnel must be HSA experts—that is not your role. You are the HSA custodian. Your duties are very similar to your IRA duties.

You will want to have these HSA lobby brochures available for your customers, or better yet, mail one to each of your business accounts and have them come in to discuss this valuable new planning tool.

- #124 HSAs – Health Savings Accounts
- #125 HSAs – Business & Health Savings Accounts
- #126 HSAs – Health Savings Accounts & FDIC Insurance
- #127 IRAs & HSAs – Benefit by Moving IRA Funds Tax-Free to an HSA

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