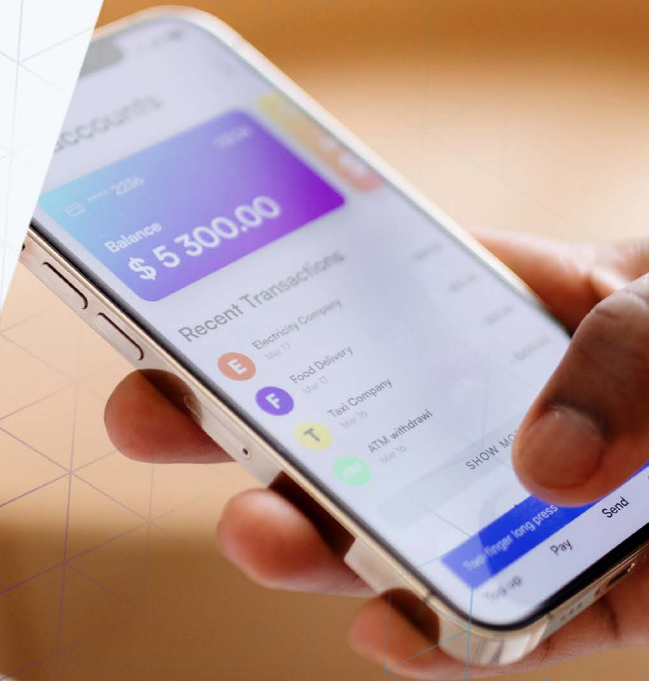


2026 BaaS / FinTech Survey Report

Safety, Scale, and the Trust Dividend

How Deposit Insurance Innovation Is Reshaping Deposit Competition in the Partner Banking Economy

May 2026



The Trust Dividend: How Deposits Are Won

Deposit competition is undergoing a structural reset. In an increasingly price sensitive market, equally powerful growth drivers have emerged – strategy, safety, transparency and trust – giving banks more ways to compete.

In February 2026, R&T Deposit Solutions surveyed 200 U.S. senior BaaS and FinTech executives, asking more than 20 questions to understand their perspectives on deposit insurance, risk, and the evolving digital banking ecosystem.

A clear theme emerged: access to expanded FDIC deposit insurance coverage is becoming a front-end driver of deposit acquisition, not just an operational necessity.

In fact, three in four executives say expanded FDIC insurance coverage is highly important to winning and retaining deposits.

In this environment, institutions that can clearly demonstrate deposit safety and transparency are capturing a “trust dividend,” a measurable advantage in customer acquisition, retention, and partner confidence.



Three in four BaaS and FinTech executives say that **expanded FDIC insurance coverage is highly important** in winning and retaining customer deposits.

Deposit Safety Moves to the Center of Competition

Deposit protection has moved from a compliance requirement to a competitive differentiator, especially in partner banking where reputation and scale must be proven and reinforced.

Nearly all BaaS executives report that they have already adopted a deposit insurance platform, signaling that modern deposit infrastructure is now a foundational requirement. Executives increasingly connect deposit infrastructure to business growth, partner trust, and long-term differentiation.



“

“The data reflects a clear inflection point. Customers, partners, and regulators are demanding proof of safety, clarity, and resilience. Institutions that embed trust and transparency into how they operate and communicate deposit protection will be best positioned to compete and grow as expectations continue to rise.”

Susan Cosgrove
CEO and Board Chair
R&T Deposit Solutions

A renewed focus on safety has improved confidence in deposit protections:



98%

of BaaS executives



96%

of FinTech executives

Key findings:

- ▶ 96% of BaaS executives have adopted a deposit insurance platform
- ▶ 86% of BaaS executives agree that deposit insurance platforms differentiate their business
- ▶ 47% of BaaS and FinTech executives strongly agree BaaS is one of the fastest-changing areas of the banking ecosystem
- ▶ More than one third of BaaS executives plan to prioritize investment in deposit insurance platforms in the next year

Almost all respondents say past bank failures have increased their organization's focus on deposit protection strategies.

Regulatory Expectations Outpacing Operating Models

While confidence in current deposit protection approaches remains high, executives acknowledge growing pressure from regulators and examiners.

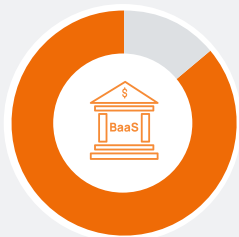
Nearly half say regulatory expectations are evolving faster than operating models can adapt, creating friction across compliance, reporting, and partner oversight.

This includes heightened expectations around real-time visibility, third-party oversight, and clear disclosure of how customer funds are protected.

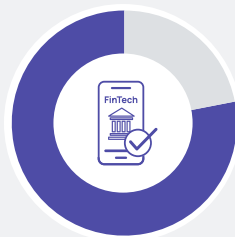
This tension is most pronounced among FinTech leaders, who cite regulatory uncertainty as their top upcoming challenge.

- ▶ ~50% say regulatory expectations are evolving faster than operating models can adapt
- ▶ 54% of FinTech executives rank regulatory uncertainty as a top challenge
- ▶ 8 in 10 executives remain confident that their current model would withstand scrutiny

Executives have high confidence that their current deposit insurance platform model would withstand bank failure:



86%
of BaaS
executives



78%
of FinTech
executives



“Regulators and customers are demanding more visibility, faster controls, and stronger proof points around deposit protection. Institutions are responding by modernizing their infrastructure and prioritizing scalable, compliant models that can evolve as oversight increases.”

Kevin Bannerton
Chief Business Development Officer
R&T Deposit Solutions



Customer Behavior Is Shifting Toward Safety and Transparency

Executives overwhelmingly expect customers to become more discerning, more mobile, and more vocal about deposit protection.

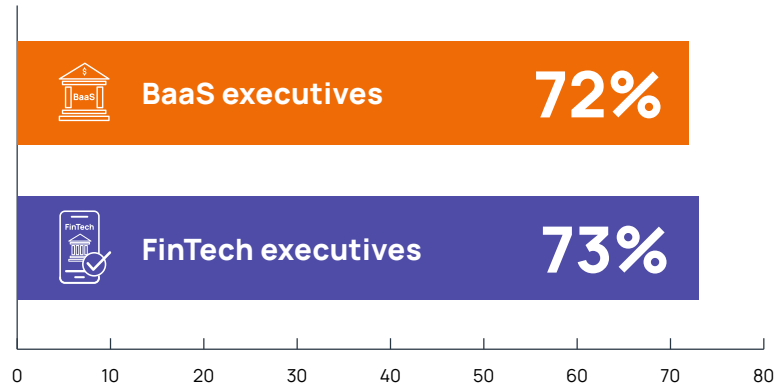
Transparency around where funds are held and how they are insured is increasingly viewed as a baseline expectation rather than a differentiator.

- ▶ ~73% expect increased customer sensitivity to where funds are held
- ▶ All respondents agree or strongly agree that verifiable FDIC coverage is critical to earning trust
- ▶ All executives report updating their processes to address heightened customer awareness around deposit safety, including stronger oversight, closer monitoring of volatility, and more transparent communications

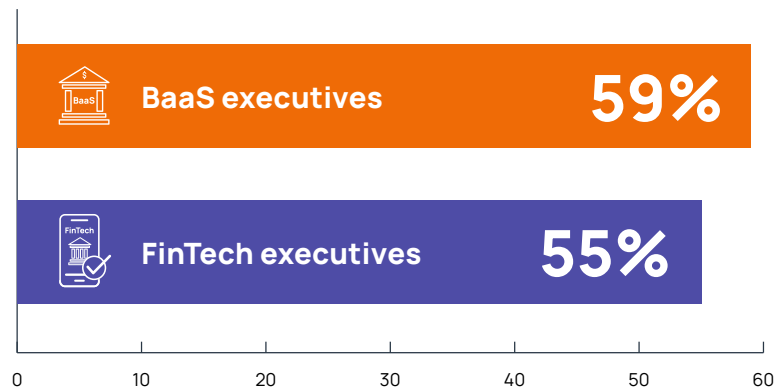


Executives believe customer deposit behavior will continue to shift over the next year.

Respondents who believe customers will have increased sensitivity to where funds are held:



Respondents who believe customers will have a greater willingness to move deposits:



Strategic Implications

The data points to a fundamental reset in how institutions compete for deposits. Safety and transparency are no longer supporting elements – they are now central to customer acquisition and retention.

In this environment, several strategic priorities are emerging:

- ▶ Safety must be demonstrated, not assumed
- ▶ Infrastructure matters as much as pricing
- ▶ Regulatory readiness is a growth enabler
- ▶ Transparency is now table stakes

What Comes Next

Institutions across the partner banking ecosystem that succeed in capturing deposit share over the next 12–24 months will be those that execute on these priorities across the full deposit lifecycle:

- ▶ Operationalize transparency at onboarding
- ▶ Embed verifiable deposit protection into the customer experience
- ▶ Align infrastructure with evolving regulatory expectations
- ▶ Leverage scalable deposit insurance solutions to extend coverage and build customer trust

As these dynamics accelerate, the ability to clearly demonstrate safety, scalability, and compliance will define competitive advantage across the partner banking ecosystem, helping determine who captures the full value of the trust dividend.



“We’re seeing a fundamental reset in how institutions compete for deposits. Rates alone are no longer enough; trust, safety, and transparency are now decisive growth factors. As a result, institutions are reengineering their operating models, investing in infrastructure that allows them to clearly demonstrate deposit protection, regulatory readiness, and scalability at the point of customer decision. This shift is reshaping both strategy and execution across the deposit lifecycle.”

Jeff Zuentd
Chief Deposit & Client Officer
R&T Deposit Solutions

About R&T Deposit Solutions

Celebrating 50 years in the industry, R&T Deposit Solutions is the second largest reciprocal deposit platform, providing cash management and deposit placement programs to the financial services industry. R&T helps banks, BaaS banks, and the FinTechs they serve, broker-dealers, trust companies, and wealth managers meet their unique cash sweep and deposit funding needs.

As a recognized leader in the administration of deposit networks, the Demand Deposit Marketplace® (DDM) program provides banks, other depository institutions and their customers with access to expanded deposit insurance coverage with the ability to send, receive or reciprocate billions in deposit balances in a single account.

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Survey Methodology

R&T Deposit Solutions surveyed 200 U.S.-based senior executives in February 2026.

- ▶ Audience: 100 BaaS executives and 100 FinTech executives
- ▶ Criteria: Full-time professionals with five or more years of experience
- ▶ Fielding dates: February 3–13, 2026



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Version MKT-298-001 – 11 May 2026