U.S. Bancorp Investments Launches New, Improved Automated Investor

November 2, 2021

Changes to robo-advisor based on in-depth customer research

MINNEAPOLIS--(BUSINESS WIRE)--Nov. 2, 2021-- U.S. Bancorp Investments (USBI) has revamped its robo-advisor, Automated Investor, to make it easier to use and more accessible to first-time investors.

Based on extensive research and customer co-creation, the USBI team rebuilt the experience and is delivering many brand-new features, including:

- **Greater accessibility:** A new low minimum investment of $1,000 (previously $5,000).
- **Even easier to use:** A new faster, streamlined application with fewer steps, making it simple to open an account.
- **Uses goals as a motivator:** Seven new customer-friendly goals, including a new home and a home remodel.
- **Helps keep you on track:** A new dashboard for accounts that shows projected value, whether you are on or off track toward your goals and progress toward your goal (percentage).

Automated Investor offers Exchange-Traded Funds (ETF) portfolios designed by our affiliate U.S. Bank's Asset Management Group, a team that has more than 40 years of experience managing money. And even though Automated Investor is a robo-advisor, it's backed by live support. Automated Investor customers can contact the U.S. Bancorp Investments Wealth Management Advisory Center, which provides access to financial professionals to help you work toward your financial goals.

"Automated Investor takes the guesswork out of online investing," said Heather Fitzmorris, Chief Operating Officer, Wealth Management Affluent and Head of Emerging Affluent, U.S. Bank Wealth Management. "The tool automatically adjusts your portfolio as market conditions change to help ensure you stay on track for your goal – whether that's saving for a kitchen remodel or for retirement. Automated Investor automates the complex and time-consuming process of researching, buying, selling and monitoring investments."

The improvements came from in-depth research with Automated Investor customers in U.S. Bancorp's digital experience studios – agile studios where cross-functional teams work together with customers to understand their challenges and design products that make the customer experience smarter, faster and easier.

"Our research sessions with customers were almost like life coaching," said Fitzmorris, who worked with the digital team that developed the new and improved Automated Investor tool. "Everything started with the customer. What problem are we trying to solve? How can we solve it in a better way? I think what really sets us apart is that we are with you on your journey. We design an experience for you based on your goal, and we provide feedback on your progress along the way to help you figure out what to do next. What's missing with some robo-advisors is that partnership. We view investing as a long-term journey, not just one transaction."

USBI also offers another digital investing solution for do-it-yourself investors: Self-Directed Brokerage. Customers can select their own investments and invest and trade with a self-directed brokerage account or start investing for retirement with a self-directed IRA. In addition, USBI's Wealth Management Advisory Center offers customers the option to work with an advisor as part of an ongoing relationship. Advisors provide personalized financial advice by phone and video conference to help clients work toward their financial goals.

For information on self-directed brokerage accounts or Automated Investor, visit usbank.com/investing/online-investing.html.

** Annual advisory fee is 0.24% of invested assets, billed quarterly with a minimum investment of $1,000. The advisory fee does not include certain other fees such as underlying fees and expenses charged by some investments in your account, including ETFs. For additional fee details, please see our Automated Investor Wrap Fee Program Brochure.*

About Wealth Management from U.S. Bancorp Investments

U.S. Bancorp Investments provides a broad range of services to clients including retail brokerage, investment advisory services, financial planning and insurance. We believe in doing the right thing to help clients at every life stage work toward their financial goals.

About U.S. Bank

U.S. Bancorp, with nearly 70,000 employees and $567 billion in assets as of September 30, 2021, is the parent company of U.S. Bank National Association. The Minneapolis-based company serves millions of customers locally, nationally and globally through a diversified mix of businesses: Consumer and Business Banking; Payment Services; Corporate & Commercial Banking; and Wealth Management and Investment Services. The company has been recognized for its approach to digital innovation, social responsibility, and customer service, including being named one of the 2021 World's Most Ethical Companies and Fortune's most admired superregional bank. Learn more at usbank.com/about.

For U.S. Bancorp Investments:

View source version on businesswire.com: https://www.businesswire.com/news/home/20211102005876/en/

Kristin Kelly, U.S. Bank Public Affairs & Communications
kristin.kelly@usbank.com | 303.585.4129

Source: U.S. Bancorp