



U.S. Bank Expands Alliance Strategy, Announces Edward Jones Partnership

2024-08-21

***Edward Jones clients will have access to checking, credit card products powered by U.S. Bank***

MINNEAPOLIS--(BUSINESS WIRE)-- U.S. Bank has entered into a strategic partnership to serve Edward Jones' clients banking needs with leading U.S. Bank deposit and credit card solutions. Through the alliance, Edward Jones financial advisors will have the unique opportunity and tools to introduce co-branded U.S. Bank deposit and credit card products to the firm's U.S. clients beginning in late 2025.

The launch will include expanded banking products powered by U.S. Bank that will be made available to Edward Jones U.S. clients through the firm's more than 19,000 financial advisors, serving 8 million clients with \$2 trillion client assets under care across North America.

"U.S. Bank and Edward Jones share a mission to improve the financial lives of our clients. Working together, we look forward to helping more clients achieve their financial goals with simple and easy to use banking solutions," said Arijit Roy, head of consumer and business banking products at U.S. Bank.

U.S. Bank has had an Edward Jones card-issuing relationship through its Elan division since 2012. This expanded alliance will feature new co-branded Edward Jones and U.S. Bank credit card products with enhanced rewards for consumer and small business clients.

This is the latest step in the U.S. Bank alliance strategy to extend the company's geographic reach and serve more clients. In 2020, U.S. Bank entered into an alliance with State Farm to assume the insurance provider's deposit and credit card account products. The relationship now includes business banking, deposit and credit card products available through State Farm's 19,400 agents located across 48 states.

Alliances are one way U.S. Bank has continued to focus on meeting consumers where they are and offering a simplified experience around core deposit products. Other recent examples include the launch of [Bank Smartly Checking and Smart Rewards](#), new capabilities to make it faster and easier than ever before to [switch your paycheck direct deposit](#) when opening a new account and the ability for clients and non-clients to open [certificates of deposit \(CDs\) in all 50 states](#). U.S. Bank also recently [launched a partnership with Greenlight](#) to provide complimentary access to the Greenlight debit card and money app for families with kids and teens.

**About U.S. Bank**

U.S. Bancorp, with more than 70,000 employees and \$680 billion in assets as of June 30, 2024, is the parent company of U.S. Bank National Association. Headquartered in Minneapolis, the company serves millions of customers locally, nationally and globally through a diversified mix of businesses including consumer banking, business banking, commercial banking, institutional banking, payments and wealth management. U.S. Bancorp has been recognized for its approach to digital innovation, community partnerships and customer service, including being named one of the 2024 World's Most Ethical Companies and Fortune's most admired superregional bank. Learn more at [usbank.com/about](https://usbank.com/about).

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Source: U.S. Bancorp