



## About Max

Here's the problem: Banks are offering near-zero interest rates on deposit accounts. For investors with larger amounts of cash, there's a limit as to how much cash can be insured at any one bank. Physically moving your cash from one bank to another, either to maximize returns or to take advantage of greater FDIC insurance, is tedious and time-consuming. And yet, not taking advantage of the highest interest rates available from FDIC-insured banks seems wasteful, like you're leaving money on the table.

### *What if you could optimize your cash, automatically?*

Max is a service that helps you earn more on the cash you have in the bank -- automatically. Its patent-pending process takes advantage of the higher interest rates offered by leading FDIC-insured online banks, which have lower operating costs than their brick-and-mortar counterparts. These banks pass on a portion of those savings to depositors in the form of higher interest rates.

### **How Max Works**

Max works by having members link their existing checking accounts to Max. Members, either individually, or with the aid of their financial advisors, then open new accounts (or link their existing accounts) at some of the nation's leading FDIC-insured online banks, including UFB Direct, American Express, Barclays, Marcus by Goldman Sachs, and Ally Bank.

Max monitors interest rates daily, and once a month instructs your banks to move funds between one another so that your cash stays optimized, earning more interest each month from then on. Max is not a bank and never takes custody of your funds; it acts like air traffic control for your cash, telling your banks to move it to the highest-yielding account(s), all while staying within the FDIC insurance limits.

### **How Much You'll Earn**

Max members can currently expect to earn 1.30% – 1.50% more each year in interest than they would otherwise from typical brick-and-mortar bank accounts, all within an FDIC-insured environment. A customer with \$1,000,000 of cash could earn ~\$14,000 more in interest, every year. With \$100,000 of cash, a customer could earn an extra ~\$1,400 per year.

### **How Much Max Costs**

Max has an annual membership fee of 8 basis points (0.08%) on the cash that is being optimized. Calculated and billed quarterly, you pay (0.02%) every three months. There are no other fees

associated with the funds transfers.

Max charges a membership fee because there are no advertising or sponsored promotions on our website. And Max does not sell its customer list or members' personal information, as many online businesses do.

### **Privacy and Security at Max**

Privacy and security are of the utmost importance to Max. We have taken extensive measures to protect the security of our members' data and accounts. Max was designed from the ground up with security in mind, and it has been analyzed and tested by Synopsys, one of the world's largest software security consulting firms – the same firm that advises many of the leading global banks.

All login credentials and passwords are encrypted immediately and cannot be accessed by Max personnel. Max disassociates depositors' financial data from their identity to preserve anonymity. In addition, the overall design of the funds transfer system embedded within Max also provides additional safeguards to help ensure that funds only move between a member's own accounts, via fund transfers managed by the banks themselves along channels that each member has personally verified.

### **A Business Born Out of The Financial Crisis**

MaxMyInterest was founded by Gary Zimmerman, a former investment banker. In 2007, he was sent abroad to manage Citigroup's cross-border mergers & acquisitions business in Japan. After selling his home in New York City, Gary found himself sitting on a significant amount of cash when the financial crisis hit.

As he watched the financial crisis unfold, Gary found himself wondering whether the bank where his cash was sitting would survive the Great Recession. If the bank went under, Gary understood he could lose all his cash over and above the FDIC-insured limit.

The instability in the banking system during those years highlighted the need to ensure deposits were fully covered by FDIC insurance. Opening online bank accounts was a relatively easy way to spread assets across more FDIC-insured banks. As rates changed Gary began moving funds from bank to bank to earn the most interest on his money. After three years of manually moving his money from bank to bank, Gary decided to automate the process of optimizing his cash, and Max was born.

### **The Inner Workings**

Max is a smart technology overlay that sits atop investors' existing bank accounts and uses a proprietary, patent-pending algorithm to determine an optimal allocation of cash among a depositor's accounts, based on prevailing interest rates and FDIC insurance limits. Via another patent-pending process, the service then automatically instructs funds transfers between these accounts to help achieve this optimal allocation.

While this is going on, Max members retain direct access to all their accounts and can check their current balances in real time via any computer, tablet or smartphone. Max does not take custody

of assets; deposits remain within our members' own bank accounts and all transfers are performed by their own banks, not by Max.

### **Who is Behind Max?**

Max is a service of Six Trees Capital LLC, a New York City-based company that develops technology to help make our financial system better. Max is backed by its founder and a number of other investors, many of whom are leading individual investors and investment professionals at top private equity funds, tech companies, venture capital funds, banks, hedge funds, and family offices.

Read more about Max CEO [Gary Zimmerman](#) and the [Max Advisory Board](#). For media interviews, contact [press@maxmyinterest.com](mailto:press@maxmyinterest.com).

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