

For Immediate Release



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To Banking or Business Editor:

We're Not Santa... But We Have a List; Lots of Them, In Fact!

December 15, 2015: BAUERFINANCIAL, Inc., the nation's leading independent bank rating firm, has just released its latest bank and credit union ratings; look them up for FREE at bauerfinancial.com! Institutions rated 5-Stars or 4-Stars are Recommended by the rating firm (the *Recommended Bank Report* is one list), while those rated 2-Stars or below can be found on its *Troubled and Problematic Reports* (one for banks and another for credit unions).

"The banking industry is in the best condition its been in a decade, explains **Karen L. Dorway**, president of *BauerFinancial*, "but that doesn't mean all financial institutions are in great condition. They may look similar on the outside and even on the inside, but financial institutions can be worlds apart on their books! If you have a loan, a line of credit or uninsured deposits at a bank or credit union, it pays to monitor its star-rating," she continued.

"The beauty of Bauer's star-ratings is, you don't have to understand the books. Bauer takes all of the guesswork out by assigning a star-rating. Check the rating of your bank or credit union and get 2016 off on the right foot. Chances are, it will be good news...but if it isn't, then you can do something about it. Perhaps purchase one of Bauer's Lists (Reports) to help you select an alternative."

Looking up the star-ratings is easy: simply visit bauerfinancial.com and select bank or credit union. Click on the "Tell me More" button for overview of the institution. That's free as well. Check the rating of your banks and/or credit unions today!

It's Simple. It's Smart. And it's Free.

BAUERFINANCIAL has been providing the public with the knowledge they need to make informed decisions regarding their banking relationships since 1983. BAUERFINANCIAL is the source that bankers and consumers trust when making important banking decisions. When it comes to money, all decisions are important.

BAUERFINANCIAL.... because peace of mind matters!

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Members of the press may request a free spreadsheet of all the bank and/or credit union star ratings in their state, along with financial highlights, by emailing research@bauerfinancial.com.