



An engaging path to financial empowerment

Better Money Habits® is Bank of America's [free, financial education platform](#) connecting people with tools, resources and education necessary to take control of their finances. By providing informative resources and objective & actionable guidance, Better Money Habits supports people of all life stages, backgrounds and ambitions in becoming more financially resilient. Through Better Money Habits, we're empowering people to make informed and confident decisions at every step of their financial journey.

What would you like the power to do?®

Whether it's buying a first home, paying down debt or saving for retirement, Better Money Habits can help.

Building financial resilience

Resources to gain financial know-how and take action



Better Money Habits offers hundreds of unique resources to build know-how and inspire action around topics like [saving & budgeting](#), [managing credit](#) and [debt](#), [retirement](#) and [tax planning](#), as well as preparing for milestones such as [homeownership](#) and [college](#). The digital platform uses understandable terms and relatable examples designed for the way people learn today.

Providing guidance unique to you



Better Money Habits content is tailored to audiences at different life stages, allowing it to be a continued valuable tool over time. Throughout the platform there are several [financial guides](#), which include resources across different topics to help navigate common financial decisions from financial planning and saving to financial situations based on life stages and specific goals.

Clients will also find personalized solutions based on what matters most to them. After answering five brief [questions](#) exploring one's priorities and goals, users will be directed to content most relevant to their unique needs.

Turning knowledge into action

Better Money Habits is here to inform, inspire and empower consumers – no matter their life stage or needs – and is driving real, lasting change to their financial behaviors. Among clients who engaged with Better Money Habits resources and tools:



1 in 3
grew their
checking balance
by 20% or more



1 in 4
grew savings
by 20% or more



1 in 7
reduced their
credit balance
by 20% or more¹

Expanding the reach of Better Money Habits

We continually look for ways to provide resources to as many people as possible – where and how they like to be reached:



We offer [BetterMoneyHabits.com](#) in Spanish, [MejoresHabitosFinancieros.com](#), to help Spanish-speaking users take steps to improve their personal finances.



Our resources span tools in Bank of America's [mobile app](#), including integration with [Erica](#), our AI driven virtual financial assistant, and [Life Plan](#), which offers a personal digital experience enabling clients to set and track near- and long-term goals.



We have continued to conduct research and observe the money mindset of young adults to understand their experiences and concerns. Most recently, we explored the financial priorities and challenges of [Hispanic Millennials](#) and [Gen Z](#) to help enhance our ability to meet their financial needs with resources and guidance throughout their financial journey.



We work regularly with nonprofit partners to foster economic mobility and to engage employees around the country to deliver [Better Money Habits®](#) content and tools directly to individuals and families. Thousands of Better Money Habits Volunteer Champions also help deliver financial lessons, hosted on-site at an organization, in one of our local Community financial centers, or even online for virtual workshops.



Our online [Education Resource Center](#) supports our partners and community of volunteers with lessons and tools to deliver Better Money Habits easily and effectively to clients and members of our communities.

Better Money Habits content has reached consumers more than **3.5 billion times** since 2013²



1. Source: Bank of America Analytics & Information; Tool Behavior Change Analysis

Date Range: Sept 2016 –Sept 2017 (last analysis performed)

Represents Bank of America Consumer households for entire 12-months under study who used the Saving and Budgeting Tool during March 2017.

Analysis based on average balances for the 6 months prior to March 2017 ("pre" period) and the 6 months after March 2017 ("post" period)

2. Visibility of BMH Source is Google Analytics and includes: BMH.com, Wi-Fi, ERC, Front Porch, Display impressions, social impressions through Dec 2021