



Help Your Customers Take the Sting Out of Check 21

When legislation affects your business customers' cash flow, it also affects their relationship with you, the financial institution.

Often your business-owner customers do not focus on legislation – even when it affects their vital cash flow.

Check 21 may be having a serious effect on your customers' ability to enjoy the float on their account. For your institution to maintain goodwill with customers in the face of these changes, constructive and accurate communication can help.

Giving your business customers a "heads up," can enable them to plan properly and prevent cash flow problems. It also may open the door to providing cash management services or other options to help your customers proactively handle their cash flow needs.

Check 21, of course, requires that businesses understand how the period for the clearing of checks will shorten.

Often your business owner customers do not have the time or resources to focus on legislation – even when it affects their vital cash flow. You are in a position to provide the information they need, and, in doing so, cement your good relationship. Maiello Brungo & Maiello can assist you in developing appropriate correspondence to send to your customers affected by these and other legislative changes.

If Maiello Brungo & Maiello can be of assistance in reviewing your correspondence regarding Check 21 and cash management options, contact Michael O'Rorke at 412-242-4400 or at acm@mbm-law.net.

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