

Which Banking Features are Important to You?

Banks offer many services to their customers. Before you choose the bank that is right for you, there are a few things that you should think about.

Directions:

Rank the eight features by placing a number in each box. Place a number 1 in the box of the feature that you think is the most important, then a number 2 in the one that is almost as important. A number 8 will be in the feature you feel is of least importance. Be prepared to share your ranking with the class.

Order of Importance	Feature
	Look and Feel Does the building look nice and feel safe?
	Access Is it easy for you to get in and out?
	Cost Does the bank charge fees on your account?
	Service Are bank employees happy to answer your questions?
	Rewards Are there rewards like credit card points or other perks?
	Location Is the bank near your home or work?
	Reputation Do other people like this bank?
	Technology Does the bank offer online services and an ATM?