



**Federal Deposit Insurance Corporation**  
550 17th Street NW, Washington, D.C. 20429-9990

**Financial Institution Letter**  
**FIL-4-2015**  
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## **The FDIC Launches Web Page to Support Marketing of Failing Financial Institutions**

**Summary:** The Federal Deposit Insurance Corporation (FDIC) recently launched a Failing Bank Acquisitions Web page on FDIC.gov. This Web page will allow institutions to better understand how the FDIC markets failing financial institutions.

**Statement of Applicability to Institutions With Less Than \$1 Billion in Total Assets:** This Financial Institution Letter applies to FDIC-insured financial institutions of any size that may be interested in acquiring a failing institution from the FDIC.

### **Distribution:**

FDIC-Insured Institutions

### **Suggested Routing:**

Bank President  
Chief Executive Officer

### **Contact:**

FDIC Franchise Marketing at  
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### **Note:**

FDIC Financial Institution Letters (FILs) are available on the FDIC's Web site at <https://www.fdic.gov/news/news/financial/2015/>.

To receive FILs electronically, visit <http://www.fdic.gov/about/subscriptions/fil.html>.

Paper copies may be obtained through the FDIC's Public Information Center, 3501 Fairfax Drive, E-1002, Arlington, VA 22226 (1-877-275-3342 or 703-562-2200).

### **Highlights:**

- To support the FDIC's continued mission of maintaining financial system stability and public confidence while transparently resolving failing financial institutions in an orderly manner, the FDIC launched a Web page that explains how failing financial institutions are marketed.
- The primary goal of the Web page is to educate bankers about key components associated with the process of acquiring a failing financial institution, including regulatory qualification guidance, performing due diligence, and general transaction terms.
- The Web page will allow FDIC-insured institutions interested in receiving information about acquisition opportunities to designate a point of contact (POC) or update a current POC. Institutions should set their e-mail spam filters so that they will receive messages from [InstitutionSales@fdic.gov](mailto:InstitutionSales@fdic.gov).
- The Web page also provides an opportunity for FDIC-insured institutions to update their bidder profile by communicating state and/or asset size preferences.
- The Failing Bank Acquisitions Web page may be accessed from the FDIC's Web site at <https://www.fdic.gov/buying/FranchiseMarketing/index.html>.