An engaging path to financial empowerment

Better Money Habits® is a free financial education platform that provides a simple, accessible way to connect people to the tools, resources and education they need to take control of their finances.

Better Money Habits is Bank of America’s signature financial wellness offering, empowering people to make informed and confident decisions at every step of their financial journey. Through Better Money Habits, we support people in becoming more financially resilient by connecting them to informative resources, helpful tips and inspiring experiences that help them achieve their financial goals.

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. This platform is part of our commitment to Environmental, Social and Governance leadership, and delivers on our company purpose to make financial lives better.
Building financial resilience

Better Money Habits offers engaging resources and tools to help build know-how around topics like budgeting, saving, managing debt, homeownership and more – so people have the power to learn and take action. The platform uses understandable terms and relatable examples designed for the way people learn today.

Better Money Habits offers something for everyone. The content is tailored to audiences at different life stages, serving as a continued resource over time. Whether people are just starting out, saving to buy a home, planning to start a family or preparing for retirement, there’s relevant content that can help them progress toward what matters most.

The Better Money Habits website now includes a collection of financial articles, tips and resources to help people navigate the impacts of the current environment and to provide meaningful guidance for what’s next. The resources are designed to help people address both immediate needs and longer-term priorities – so they can establish a plan to put themselves on the best path forward. This content covers topics like recalibrating your budget, understanding government relief resources and planning for a safety net.

We partner with the education nonprofit Khan Academy to create financial resources that meet the diverse needs of the customers and communities that we serve. We also work regularly with nonprofit partners to foster economic mobility. We have nearly 4,000 Better Money Habits Volunteer Champions around the country who deliver content and tools to individuals and families directly and through our nonprofit partners. 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.

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 and the Spending & Budgeting Tool:

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

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

1 in 4 grew savings by 20% or more

Better Money Habits content has been viewed more than 120 million times since 2013
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:

Our resources span tools in Bank of America’s mobile app and integration with our AI-driven virtual financial assistant, Erica: bankofamerica.com/mobilebanking

We offer BetterMoneyHabits.com in Spanish to help Spanish-speaking visitors take steps to improve their personal finances: MejoresHabitosFinancieros.com

We have continued to conduct research and observe the money mindset of young adults and what they are going through. This helps inform us of additional ways Better Money Habits may help them: bankofamerica.com/millennialreport

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: BetterMoneyHabits.com/Community

We empower people to approach their finances by first thinking about their individual life priorities, such as family, health and home: bettermoneyhabits.bankofamerica.com/en/my-priorities
Better Money Habits Works

What would you like the power to do? Whether it’s buying your first home, paying down debt or saving for college, Better Money Habits can help you along the way.

Better Money Habits users are showing signs that they are improving their personal finances: growing savings, growing checking balances and reducing debt. These improvements can help lessen money-related stress by giving individuals a safety net and the ability to achieve short- and long-term financial goals.

Better Money Habits is a free financial education platform with resources that help build know-how around topics like budgeting, saving, homeownership, retirement and more.

Through our partnership with Khan Academy, a leader in online learning, we’ve created a simple way to get real, practical knowledge about money. The accessible tools and information help people make confident personal financial decisions.

We use understandable terms and relatable examples designed for the way people learn today. And we connect this information to people’s goals and situations – so it is easily accessible when and where it’s needed.

Bank of America Better Money Habits®

A free and engaging path to financial empowerment for individuals and families

Visit BetterMoneyHabits.com

Better Money Habits content has been viewed more than 110 million times since 2013

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

1 in 4 grew their savings by 20% or more

1 in 7 reduced their credit balance

*Analysis based on average balances for the 6 months prior to March 2017 (“pre” period) and the 6 months after March 2017 (“post” period). Represents Bank of America Consumer households for entire 12-months under study who used the Spending and Budgeting Tool during March 2017.
Better Money Habits Education Resource Center

Improving financial well-being for individuals and families takes more than education, it takes practice. 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.

We believe in stronger communities – one lesson at a time. The site features customized lesson plans to help individuals overcome barriers to economic success and take positive steps to make their financial lives better – designed around the goals they want to achieve today, such as building credit, becoming a homeowner and saving with purpose.

Tailored Content for Different Audiences

Better Money Habits offers something for everyone. The content is tailored to audiences at different life stages – from those just starting out to those planning for retirement. We also help with specific populations and life events, including parents who want to teach their kids about money, students preparing for next steps after high school, and people living paycheck to paycheck who want to take control of their finances.

Better Money Habits in Spanish

Bank of America now offers BetterMoneyHabits.com in Spanish. Our full suite of easy-to-understand Spanish tools and resources helps Spanish-speaking visitors make sense of their money and take steps to improve their personal finances.

Toolkits for Putting Goals into Action

The Education Resource Center has downloadable toolkits and resources for both online and offline use, including videos, lesson plans, tools and training materials.

Toolkits include: Economic Mobility Basics and Next Steps to help individuals establish budgeting and banking fundamentals; Military Families, Reservists & Guard toolkits that help current service members or veterans transitioning to civilian life with their unique financial needs; Financial Independence toolkits that empower caregivers and people with intellectual disabilities to work toward their financial goals; and Student toolkits geared towards helping high school and college students build a strong financial foundation and start out on the right foot.

Help Delivering Better Money Habits

Bank of America has more than 2,300 Better Money Habits Volunteer Champions around the country. They are employee volunteers who will help people manage their financial lives by delivering content and tools to individuals and families directly and through our nonprofit partners.

We regularly work with nonprofit partners to foster economic mobility, and the Champions in your area can help deliver lessons, hosted on-site at an organization or even in our local community financial centers.

Visit MejoresHabitosFinancieros.com

Mejores Hábitos Financieros™

Creado por BANK OF AMERICA™ junto con Khan Academy

Visit BetterMoneyHabits.com/Community

Contact bmhchampions@bankofamerica.com