

# 10 Questions to Ask BaaS Providers

Meeting with potential BaaS partners? Have these questions on hand. Push for transparency and detail. Gather the right information to determine which provider meets your unique needs.

**1 What's your approach to banking as a service?**

A partner that enables your customers to open FDIC-insured bank accounts will set you up for future growth. As a prerequisite, your provider should partner directly with fintechs as well as banks. Finally, make sure they're well-versed in your niche or industry.

**2 Do you facilitate a direct relationship between fintechs and banks?**

Many BaaS providers will not let you call your bank directly. Instead, you will have to contact the BaaS provider, who will then relay your questions. This game of telephone slows down your time to market.

**3 How many bank partners are you integrated with?**

You want a BaaS provider that offers integration with high-caliber banks. Providers with more great banks on their platform have more ways to meet your unique banking needs.

**4 What full list of services do you offer?**

You want a BaaS provider that meets your make-or-break needs — think account opening, payments, and debit cards. Providers that regularly add new services can grow with you.

**5 How fast can my fintech get to market with your BaaS services?**

Time is everything, and vague answers are the enemy. Get specifics. What is the full list of steps for your company to get to market with them? How long does each step take? What does that schedule look like on a calendar?

**6 What can I expect in terms of implementation support?**

A well-organized BaaS provider will schedule regular calls to walk you through the implementation process and will assign someone to respond to you quickly when you need answers in between meetings.

**7 How many fintechs have you brought to market — and who are they?**

If they won't answer this question, that's a huge red flag. Look for a provider that has worked with successful fintech companies, and ideally that has worked with companies in your niche. You need a provider that isn't just great, but that's great for you.

**8 Why are your clients happy with your service? And can I speak to some of them?**

How have they helped companies like yours thrive? Ask for anecdotes, case studies, and testimonials. Finally, ask to connect with some of their other customers. Great BaaS providers will have happy clients who are happy to chat.

**9 What is your pricing structure?**

You know your company best so you'll know what pricing structure will work best for you. Be mindful, however, that cheaper doesn't mean better. This is one of your last questions, because the answer doesn't matter if the provider otherwise falls short.

**10 What makes your offering different from your competitors?**

Asking them what sets them apart will help bring things back to the big picture, helping you see their offerings as a whole.

Think Treasury Prime might be the BaaS provider you've been looking for?  
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