Money Markets

Money Market Accounts are similar to savings accounts in that they are extremely liquid. However, here at First National Bank they receive a higher rate of return and require a $1000 minimum balance to open. They are a strong option for someone seeking to keep their funds liquid but would like to return a higher rate of return than a traditional savings account.

Average Rate of Return: .03%

Individual Retirement Account, Traditional and Roth (IRA)

An Individual Retirement Account IRA is a Government protected tax free retirement account in which one can place $5,500 of their yearly income tax free those 50 and over can contribute $6,500 per year. They come in a few forms including: The traditional where you pay taxes on your money when you receive it at Retirement and the Roth where you pay taxes on your money when you place it in your account. IRAs are great for those looking for a retirement account if they do not have a 401K or if they have already maxed out their 401K.

Average Rate of Return: 7.5%

Low Risk Mutual Funds

A mutual fund is a collection of stocks that are managed and are owned by a collection of people. Low risk mutual funds are funds that will generate returns that are usually lower than a high or moderate risk mutual fund by the chance that one will lose a significant amount of money in the account is much lower. These funds are taxed and may or may not charge commission, most usually charge management fees on both the initial principle as well as the returns that the fund yields. Low risk mutual funds are a good option for those looking for a short term investment vehicle.

Average Rate of Return 8%

High Risk (Aggressive Growth) Mutual Funds

A mutual fund is a collection of stocks that are managed and are owned by a collection of people. High risk mutual funds are funds that will generate return rates that are usually higher than a low or moderate risk mutual fund but run the risk one will lose a significant amount of money in the account. These funds are taxed and may or may not charge commission, most usually charge management fees on both the initial principle as well as the returns that the fund yields. High risk mutual funds are a good option for those looking for a long term investment vehicle.

Average Rate of Return: 10%

Moderate Risk Mutual Funds

A mutual fund is a collection of stocks that are managed and are owned by a collection of people. Moderate risk mutual funds are funds that will generate return rates that are usually higher than a low risk mutual fund, but lower than a high risk mutual fund. They run the risk of losing money but not as great as a High Risk mutual fund. These funds are taxed and may or may not charge commission, most usually charge management fees on both the initial principle as well as the returns that the fund yields. Moderate risk mutual funds are a good option for those looking for an investment vehicle of at least eight years.

Average Rate of Return: 9%

Stocks, Blue Chip

Blue chip stocks are stocks that are invested in well established companies that are proven to steadily grow albeit slowly and will earn money in both good economic times and bad economic times. They are a strong moderate risk investment option that usually provide strong dividends, however, they do not return as great as returns as more risky stock holdings such as Growth Stocks and Small Company Stocks. They still have potential to yield great returns if you pick stocks wisely.

Average Rate of Return: 8.3%

Stocks, Growth

Growth stocks are stocks that are invested in companies whose income is expected to grow at a much faster rate than the rest of the market. However, they are risker than blue chip stocks. They are commonly price higher than they may be worth because the market sees potential in them to grow. They play am important role in composing a well-diversified fund.

Stocks, Small Company (Small Cap)

Small Company stocks are stocks that have relatively low market caps usually less than 2 Billion USD. Small Cap stocks are generally more capable of generating high rates of return but are also more open to risk than larger cap stocks. They have historically outperformed large cap stocks, however, this is a vanity metric that varies greatly depending on the time period.

Stocks, Value

Value Stocks are stocks that undervalued, meaning they tend to trade lower than their metric would infer. Commonly characterized by a low price to book ratio, a low earnings to price ratio, and high dividends. Should ideally eventually tend towards their fair market value creating potential opportunity for the investor who is willing to look towards the long term.

Bonds, Municipal

Debt that issued by cities usually to fund improvement projects. It is not as safe as Government bonds, but is the second most secure form of general bonds. They are free from federal tax and are sometimes tax free to local residents. The yield is thus usually lower than a taxable bond, but is still higher than placing your money in a savings or money market account. Municipal Bonds present a strong opportunity for those looking for a safe investment in which to place their money. The time until maturity for bonds does vary and can run from one year to thirty years.

Bonds, Corporate

Debt issued by companies, usually publically traded companies, to fund expansion, acquisitions, to pay down other debt or other company operations. They have higher yields than Government or Municipal Bonds as they are more risky. These can also include convertible bonds which can be converted into stock and callable issues which allow a company to pay off the bonds prior to maturity. The companies credit rating is very important as the higher the rating ideally the lower the risk and thus the lower the rate of return. Can run from short term, (3 -5) years, mid term (5 – 12 years), or long term (over 12 years)

Bonds, Zero-Coupon

Bonds that make no coupon payments, payments similar to interest payments to the holder while the bond matures, but are bought at a fraction of the of the value at the age of maturity.

Bonds, Government

Debt issued by the United States Federal Government or another government which for almost all stable countries is considered extremely safe. The debt of developing countries, however, is considered significantly more risky. As such they usually have a lower rate of return than some forms of bonds and still may take a significant portion of time to mature. However, government bonds can be bought, sold, and traded. Government bonds present a strong opportunity for those who are looking for a safe place to invest their money. The time until maturity for bonds does vary and can run from one year to thirty years.

Tax Deferred Fixed Annuity

An annuity is a fund in which a person gives an investment company, usually an insurance company, money upfront to invest for them and they then receive payouts from the fund. With a fixed Annuity an insurance company assumes the risks and the rewards of the performance of the annuity and guarantees that the unit will deliver a consistent rate of return, which can be adjusted but cannot go below a minimum rate of return. This is a secure and stable form of income, taxes are paid when one receives the money upon payout.

Tax Deferred Variable Annuities

An annuity is a fund in which a person gives an investment company, usually an insurance company, money upfront to invest for them and they then receive payouts from the fund. With a variable annuity the investor takes on more risk and thus the potential to both earn a higher rate of return and has no guaranteed returns. Is a less stable form of income, but is able to keep up with the rate of inflation over time, taxes are paid when money is received upon payout.

Private Banking

For high net worth individuals is a more personalized form of banking and investment strategies. Has access to alternative funds of investing money such as Private Equity, Hedge Funds etc. Rates of return very greatly depending on the strategy that one and their advisor take.

Tributary Funds

Balanced Fund

A balanced Fund combines a stock component and sometimes a money market component in a single portfolio. Stick to a mixed set of stocks and bonds that is proportionally depending on if it is more conservative, higher equity, or higher-fixed income. It is a well-diversified investment vehicle that is a fairly safe investment generating returns over both the long and the moderate term.

Growth Opportunities Fund

A portfolio of stocks that has capital appreciation as its primary goal. Prefers companies that reinvest their dividends into growth over companies that pay out dividends. Technology funds play a major part in many growth funds. It is a strong investment vehicle for durations over 5-10 years.

Small Company Fund

A small company fund is a portfolio of stocks that invests in small cap stocks, usually companies with market caps, or the value of the stocks in the market times outstanding shares, of under 2 billion USD. Small company stocks are much more volatile than larger company stocks and thus have both a chance for stronger returns as well as greater losses. The diversification of this portfolio should help ensure however that the fund never tanks. It is a great play for investors looking to invest for over 10 years.

Income Fund

Short – Intermediate

Nebraska Tax Free Fund

529 Savings Plan

Enable Savings Plan

Certifcate of Deposit

Savings Accounts

**Coverdell Educational Savings Account**

Minor Savings Account

Savings Account

Real Estate Investment Trust

FOREX

Exchange Traded Fund

TIPS (Treasury Inflation Protected Securites)

Venture Capital

Commodities

Precious Metals

Index Funds

Hedge Funds

Private Equity Funds

Options

Security Futures

US Treasury Bills