

# The Trump effect: How banks can help customers navigate uncertainty

Article

**The news:** US President-elect Donald Trump is reshaping the financial sector [before he even returns to the White House.](#)

Here's how:

- **A regulatory pause:** Banking regulators have put new initiatives on hold while they await changes in leadership—and therefore drastic changes in agendas, per The Financial Brand.
- **Crypto gains:** Cryptocurrency leaders are optimistic about having a “crypto friendly” president. This has helped fuel [Bitcoin’s dramatic jump in value to more than \\$95,000](#)—up almost \$30,000 in less than one month, per Coindesk data.

**There’s uncertainty ahead:** Additionally, Trump has proposed blanket tariffs on Mexico, Canada, and China, [per](#) The Guardian.

This plan has sparked panic among various industries, including manufacturing, which relies heavily on imports to protect its margins.

**What that uncertainty means for banks:** In the short term, banks are protecting their revenues by factoring in some market ups and downs. Many have raised their mortgage rates, despite the Federal Reserve’s decision [to lower interest rates twice](#) this quarter.

But long term, banks should prepare for more risk as the tariffs would [raise prices and reduce buying power](#) for consumers.

- That means less available funds to save and invest with banks.
- It could also prevent potential homebuyers from investing in new homes, keeping mortgage demand low for the foreseeable future.

**What banks can do to help:** Banks have an opportunity to position themselves as trusted financial partners by offering tools and solutions that help clients navigate rising costs and manage their money effectively.

- Provide budgeting-friendly resources like personalized financial planning tools, expense tracking apps, or savings accounts with flexible terms to help clients adjust their spending and saving habits.
- Proactively communicate strategies for maximizing financial resilience—like debt consolidation or mortgage refinancing options—which can both support customers in the short term and strengthen long-term relationships.

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