

# Bankrate Announces The 2025 Bankrate Awards Celebrating Financial Excellence and Innovation

New York – December 11, 2024 – Today, [Bankrate](#), a trusted name in financial guidance, announced the winners of the 2025 Bankrate Awards, recognizing top-tier financial products and honoring visionaries shaping the landscape of personal finance.

This year's awards highlight the best of the best in credit cards, banking, lending and more, so that everyone can find winners for their wallet.



Marking the fourth annual Bankrate Awards, the 2025 edition has expanded to encompass over 100 categories of financial products, a significant growth from the 86 categories featured in 2022. Noteworthy additions this year include the recognition of pioneering customer experiences and all-in-one innovations.

Bankrate also released the 2025 Bankrate Visionaries list today, recognizing innovators for driving change in personal finance.

“The Bankrate Awards are a trusted badge of excellence that give consumers the confidence to know they’re making smart financial decisions,” said Lance Davis, Vice President of Content. “The sheer number of financial products to choose from can be overwhelming – that’s why the

Bankrate editorial team spends hundreds of hours doing the research, so that consumers don’t have to.”

2025 Bankrate Award winners were carefully selected following an objective, in-depth evaluation of hundreds of financial companies and products by Bankrate’s editorial team, composed of industry experts across multiple categories. Full methodologies are available at:

<https://www.bankrate.com/awards/2025/methodologies/>

To explore a complete list of this year’s award winners and visionaries, please visit:

[www.bankrate.com/awards](http://www.bankrate.com/awards)

[www.bankrate.com/awards/2025/visionaries](http://www.bankrate.com/awards/2025/visionaries)

For a sneak peek at some of the standout winners in the 2025 Bankrate Awards by category, see below:

## Credit Cards

- Best credit card for everyday use: Chase Freedom Unlimited®
- Best credit card for building your credit: Discover it® Secured Credit Card

## Banking

- Best bank overall: Ally Bank
- Best savings account: Quorum Federal Credit Union

## Investing

- Best broker overall: Fidelity Investments
- Best financial advisor: Charles Schwab

## Mortgages

- Best mortgage lender overall: Chase
- Best mortgage lender for first-time homebuyers: Chase

## Insurance

- Best for safe drivers (auto insurance): State Farm
- Best overall (home insurance): USAA; Amica (tied)
- Best for first-time homeowners (home insurance): Allstate

## Taxes

- Best tax software overall: TurboTax
- Best low-cost tax software: TaxSlayer

## Loans

- Best personal loan in an emergency: LendingClub
- Best for first-in-class customer experience (auto loans): Consumers Credit Union
- Best overall home equity loans/HELOCs: Alliant Credit Union
- Best startup business loan: Ondeck

## Visionaries

- Best Overall Personal Finance Influencer: Chloé Daniels - @clobaremoneycoach
- Best Personal Finance Nonprofit: Operation Hope
- Best Personal Finance Podcast: Journey to Launch Podcast

**About Bankrate:** Bankrate has guided savers and spenders through the next steps of their financial journeys since 1976. Whether it's rates or information on mortgages, investing, credit cards, personal loans, insurance, taxes or retirement, the company offers various free resources to help consumers reach their goals. From product comparison tools to award-winning editorial content, Bankrate provides objective information and actionable next steps. Bankrate also aggregates rate information from over 4,800 institutions on more than 300 financial products, with coverage in more than 600 local markets. It's why over 100 million people put their trust in Bankrate every year.

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