



# FOCUS

Your Financial Marketing Newsletter  
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## How do your products compare to the competition?

Do you know what products your competition offers? How do your products compare to theirs? Do you want to know if other banks really have all the accounts you hear about from customers? There's only one way to find out--a thorough product and pricing review.

A comprehensive product review should be conducted every few years to ensure your bank is competitive. Some banks dedicate staff time to compile and analyze this detailed account information; others use external sources. Regardless of which you select, if you haven't compared your accounts to your competitors, you're missing a valuable tool.

Here's why a product review is so important:

- To give your bank the most competitive position, you must know the current products, services and fees available in your market.
- The information gathered from a competitor review allows you to then analyze your accounts and differentiate your bank.
- To capture additional deposit growth and retain current deposit customers, a product review will help you develop a product line that meets the needs of your market.
- A product review allows you to align your products and services with your strategic objectives and market conditions.
- A product review is crucial when a new financial institution enters your market or when you enter a new market.

So stop wondering and begin the process of a product review right away to be equipped with the information you need to be successful.

For assistance in conducting a product review and analysis, call **The Genesis Group at 800-725-3800.**

