



# FOCUS

Your Financial Marketing Newsletter  
July 2008

## Lessons from Fannie Mae & Freddie Mac

We've all been paying close attention to the coverage of Fannie Mae, Freddie Mac and a few financial institutions whose lending practices have placed them in jeopardy. Spend time assuring customers that this does not happen in your bank, and learn from the negative press. What have we learned so far?

1. Disclosure: tell the story of your financial strength and stability—it matters now more than ever!
2. Big losses drag other sectors down: let your community know that your bank does not have big losses, that you are not a drain on the community but a healthy and active participant.
3. Silence is not golden: report good financial news each quarter, not just through an annual report.
4. Poor decisions from the past come home to roost: promote your history of sound decisions.
5. Avoid thinly veiled scandal with transparency—buy that ad in your local paper, create a quarterly financial statement for public distribution, place a “President’s Message” on your website
6. Despite the trouble, you do have something in common with these companies: you are both central to the economy both locally and nationally. They’re the backbone of the mortgage industry; you’re the backbone of your community. Be strong!

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**So, learn from others' mistakes and share your positive story with your community.**

**For help with telling your safety and soundness story,  
call 800-725-3800—the bank marketing specialists at  
The Genesis Group.**

