



# FOCUS

Your Financial Marketing Newsletter  
August 2007

## Interest Checking: Is the sky the limit?

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If age 60 is the new 40, is 6% the new 0.40%? Wild rates on interest checking are putting pressure on bank profits and reflect just how intense the battle for deposits has become. For many banks, these higher rates are one more way to attract profitable higher deposit customers – customers who may then bring additional business and recommend your bank to others.

The decision to offer higher interest rates on checking usually follows a major assessment of the bank's product line – and often includes further upping the ante by adding benefits and perks on top of enticing rates. When major banks are giving away cruises and airline miles, how can your bank possibly compete?

As an alternative to high interest checking, consider promoting an account that pays a fair interest rate along with some customization that only community banks can create:

- **Senior Checking with special features – starting at age 50**
- **Relationship Checking for customers who value the personal touch and recognition**
- **Local-flavor Affinity Checking to support hometown sports teams and charities**
- **Freebie Checking with free checks, free ATMs, free gift**

**For more ideas about interest-bearing checking accounts and how to compete, call 800-725-3800 for consultation with the bank marketing experts at The Genesis Group.**

