



FOCUS

Your Financial Marketing Newsletter

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Toot your own horn!

How do community banks compete against the big regional, national and now even global banks that are entering Texas? We believe that you succeed because of who you are and we believe you should tell your story!

Here are stories we hear everyday:

Your customers are treated like individuals. All customers, large and small, are greeted warmly and given personal attention. Bank employees go above and beyond - from car-side assistance to doggie biscuits to savings accounts for children to seniors travel programs.

Your customers give you credit for their success. Countless small business owners credit you with helping build their business - from solving cash flow issues to adding equipment. Commercial customers turn to you repeatedly for your real estate and market expertise. These customers are proud to tell others exactly how long they've banked with you.

You invest in your communities. These stories could fill a novel - thousands of dollars to worthwhile organizations supporting health, housing and education, thousands of volunteer hours. You bind the customer by providing links and making connections. No one in your community does more.

You compete on your own terms. Flexibility is king in community banking - making deals work, making exceptions where it makes sense. And you provide assistance without annoying email product offers that don't fit your customers' needs or that simply satisfy bank cross-sell goals.

Now make the most of your story and communicate the value you bring to your communities not only through the best products and customer service but also through your long-term commitment. For help, call The Genesis Group marketing specialists today at **800-725-3800**.

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