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FOCUS

Your Financial Marketing Newsletter
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Community banking—much to be thankful for

In these tough economic times, we still have much to be thankful for. Community banking in Texas is stronger than ever. Independent banks are rising above the financial crisis, due to the strong messages of safety and soundness you are sending to your communities.

Use this holiday season to thank your customers for the gift of their business and loyalty!

Take time to express your thanks:

- **Send a personal note of thanks to customers**
- **Add a message of thanks to your bank website**
- **Thank employees for a job well done**

Make time to go the extra mile for your customers and employees. Take time to make each customer encounter extra special, visit customers in their businesses, and allocate time for customer service training.

Spend time reviewing your existing policies and procedures, take a look at your products and pricing, and give thought to updating your website—all from the customer's perspective!

And if you should find things slowing down in your bank, use that extra time productively by focusing on building and strengthening customer relationships, fortifying and finalizing next year's strategic and marketing plans, and conducting employee training.

Come through this crisis in a stronger position, with a grateful attitude!

**For help in communicating your bank's message of thanks,
call 800-725-3800—the bank marketing specialists at The Genesis Group.**

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