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FOCUS

Your Financial Marketing Newsletter
July 2010

New Regs - New Opportunity?

While Financial Reform has added a measure of uncertainty, there is good news!

The current distractions and disruptions present an opportunity to take business away from other banks and non-banks. Particularly in the upcoming environment of potential consolidation, some of your competitors—large, small and other financial providers—are shifting, scrambling and often losing focus.

Your bank can gain the advantage! While the too big banks are quickly repricing and reconfiguring every deposit account and service on the menu, you can promote your difference and your continuity. Has there ever been a better time to bank with a community bank?

- **Who helps families save and manage money?**
- **Who facilitates the growth of small business in your community? Who makes small business loans?**
- **Whose success is directly linked to the success of their own borrowing and depositing customers?**
- **Who prospers only when your communities do?**
- **Who better assesses risks? Whose lending decisions are made by local people with personal knowledge of their markets?**
- **Who spends time getting to know their borrowers and their business?**

While the big guys are plotting fee increases and branch closings, plan your attack!

For fast and knowledgeable help with financial reform response strategies and action plans, call the proven bank marketing specialists at The Genesis Group at 800-725-3800.



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