



Newsletter November, 2008

Go Spread the Word!

Have clients approached you to find out if their money is safe? Have you had any clients wanting to withdraw their CD money to put it under their mattress? With phrases such as "financial crisis", "foreclosure", "difficult times", "recession" floating around the newspapers, how do you keep your clients calm?



Remember the movie "It's a Wonderful Life"? In recent weeks, it seems like we are reliving the past. The difference today, it is so much easier to communicate with the masses than it was back in the 1930's. Besides TV, newspapers, and radio, we now have the internet, email, text messaging and blogging. So, if anything happens in the world, it is communicated instantaneously. When customers hear "recession" all they want to know "is my money safe with you?" Consumer confidence in U.S. banks is at a 30 year

low. How do you turn that around? Communicate and spend! According to a recent article in Advertising Age, local banks have an advantage by using open and direct communication tactics with their customers to promote stability, longevity, and help educate them on their the choices. Now you have become their partner! **Marquis** is here to help you weather these days!

Communication

X Good Capital Position

Have a plan to contact all of your clients to explain to them that your business is sound. You have a good capital position and you are looking forward to continuing to serve their financial needs. You have built your organization on prudent lending and investing practices that can survive even the toughest down turns in the stock market. Methods of communication are:

- X Letter from your CEO to all customers
- X Email letter from CEO to anybody with email addresses
- X Phone calls from Branch Managers, Commercial Lenders, New Account Representatives
- X Have a Q&A section on your website
- X Make sure your branch staff can answer questions about and competently explain FDIC insurance and your financial position

If it is too much to contact all of your clients personally, try calling your Top 10%. They make up 150%+ of your profits!

X Deposit Insurance – FDIC and CDARS (Certificate of Deposit Account Registry Service)

Contact your high depositors and let them know that their money is safe with you. Let them know about the FDIC Insurance increase from \$100,000 to \$250,000 which is good through December 31, 2009. For some customers, this may still not be enough. If you are not currently part of the CDARS network, this might be the time to look into it. You can insure customer deposits up to \$50 million per customer. When a financial institution subscribes to the CDARS program, it can place the excess funds with other network member institutions. This does not change the FDIC's basic coverage set by Congress, but it does allow institutions to work together through the CDARS network so that individual depositors continue to do business with their original financial institution. For more information on CDARS go to www.cdars.com. If you subscribe to CDARS, let your customers know that their money is in good hands with you and that they can get additional FDIC protection through you and the CDARS program.

X Community Efforts

At this time, don't shy away from community activities. Get out into your community and show them that you are here to support them. A strong brand and a strong presence, will act in your favor over the large institutions. This allows your organization to show the community what you are all about. People want to know who their bankers are. In return, they want their bankers to know who they are and what needs they have.

Marketing

This is the time to increase your marketing budget and not cut it! Similarly, you wouldn't want to sell stock during these times, you want to buy them. If you are actively marketing to people with a message that you are stable and conservative, you will pick up deposits from institutions that have had uncertain news surround them. This is the time for direct mail!

X Consulting Corner

Need help reaching customers? We can assist you in a variety of ways. Our team of experts will customize a communication strategy that will work for your organization. Please contact us at sales@gomarquis.com.

Come and visit our new website at www.gomarquis.com and see what changes we have made to communicate what Marquis is all about. You will find MCIF/CRM literature, best practice ideas, past newsletters, a blogging section, and much more!

Our Support Team, GoMarquis Team, and Consulting Team can help you with basic concepts as well as detailed projects. We are here to help you connect with your customers! Call us at 800-365-4274 for any questions you may have.

Sincerely,

MARQUIS