

THE ART OF POSITIONING

bancography

BRANCH PRODUCT RESEARCH BRAND

BRANCH STRATEGY

Institutions must understand the financial implications of each branch addition, closure, and consolidation, as well as the appropriate configuration for each proposed location.

Bancography offers one-off branch studies, custom network optimization services, branch staffing models and *Bancography Plan*, our market analysis and branch planning software tool, to assist institutions with examining their branch networks.

For more information, contact us at (205) 252-6671 or info@bancography.com.

Bancography Plan **Market Analysis and** **Branch Planning Software**

- > Examine any proposed branch location
- > Monitor the competition
- > Evaluate current branch performance



Examine any proposed branch location

In three steps, *Bancography Plan* estimates product demand for any trade area and produces complete financial projections based on institution-supplied rates and costs.

Three Steps:

1. Enter an address and specify a trade area.
2. View trade area map, competitive and demographic data.
3. Enter cost assumptions for the proposed branch.

Results: View, save and print competitive and demographic reports, maps and pro forma financial statements.

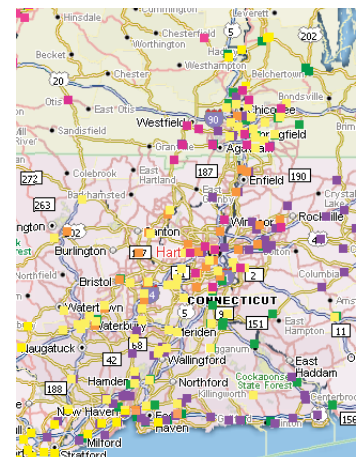
Bancography Plan generates:

- > competitive and demographic profiles for any trade area
- > business and consumer prospect lists
- > maps of banks and credit unions in market area
- > customer household maps
- > complete pro forma projections
- > market segmentation reports

Monitor the competition

Quickly assess competitor strength and presence in a market area and see how your institution compares.

- > Map the complete networks of local competitors
- > Compare networks nationwide
- > View market share reports for any county or MSA
- > Create institution branch report, with five-year deposit history
- > See where your branches overlap with a competitor's branches



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ABOUT BANCOGRAPHY

Bancography provides consulting services, software tools and marketing research to financial institutions to support their branch, product and brand positioning strategies. For the branch network, Bancography offers custom network optimization services in addition to *Bancography Plan*, our market analysis and branch planning software tool.

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Bancography Plan *continued*

Evaluate current branch performance

By providing an objective forecast of market potential, the software also allows quick analysis of current branch performance.

- > Measure current branch performance versus market potential
- > Identify overlapping branches
- > Compare deposit growth rates against other institutions
- > Profile branch trade areas to build tactical plans: demographic composition, competitive environment, market segment distribution

Pricing

- > Micro*: \$3,500
- > Single state: \$5,500
- > Two states: \$7,500
- > Multi-state (up to 4 states): \$10,000
- > Regional (up to 10 states): \$18,000
- > National: \$25,000

** A single state license for institutions with less than 20 branches.*

Bancography Plan is licensed annually. Licenses allow unlimited users within a single location and include all updates, training, technical and market analysis support.

Note: The above pricing applies to financial institutions only. Consulting firms, trade organizations, and all others, please contact Bancography for pricing.

Test Drive Bancography Plan

visit www.bancography.com or call 205.252.6671