

REWARDChecking®

REWARDChecking® is the flagship product of the REALChecking™ System. Like all REALChecking products, REWARDChecking is designed to differentiate your bank, increase your competitiveness in your marketplace, and establish you as the market leader. This account entices customers with high interest and ATM fee refunds. REWARDChecking empowers you to:

- Generate millions of dollars in core deposits
- Attract new, more profitable customers
- Differentiate your bank from your competitors
- Decrease your costs by converting customers to cost-saving technology
- Increase fee income by driving customers to the right transactions

How It Works

Customer behavior drives the profitability of the account. REWARDChecking brings in new account holders, new deposits, and increases balances per account, appreciably increasing your core deposits. At the same time, customer adoption of technology reduces the cost to serve the account holder while increased debit card transactions generate additional fee revenue.

ACCOUNT COMPARISON	Free Checking	REWARD Checking
Attrition	16-38%	9-16%
Balances	\$750-\$1,600	\$3,900-\$13,000
Check Card	7.2 Tran/Mo.	19-30 Tran/Mo.
Annual Profit	\$200	\$450

When compared to Free Checking customers, REWARDChecking account holders are on average twice as profitable and stay with the product twice as long. That adds up to customers that are 4 times as profitable!

ACTUAL PROFIT SUMMARY	Free Checking	REWARD Checking
Interest Income	\$5.06	\$52.76
NSF Revenues	\$16.09	\$17.12
Debit Card Revenue	\$2.18	\$6.17
Interest Paid	\$0.00	(\$19.12)
Statement Expense	(\$2.15)	\$0.00
Processing Expense	(\$1.90)	(\$2.21)
ATM Refunds	\$0.00	(\$1.05)
Monthly Profit	\$19.28	\$53.67
Annualized	\$231.36	\$644.04

REWARDChecking Basics

- A free checking account with no minimum balance
- Customers can earn rewards of monthly ATM fee refunds and a high interest rate
- Rewards given to customers that meet the monthly transaction qualifications

“We have added significant core deposits at a low cost of funds while encouraging our customers to utilize our electronic banking options.”

- Marketing Director
at a \$375MM FI in Arkansas

Profitability Guarantee

BancVue is confident that the REALChecking System will deliver profitable results for your bank. In fact, we guarantee it! If your profits from all of your new REALChecking System accounts do not exceed BancVue fees, after one year, BancVue will pay you the difference between the profits and the fees.*

BancVue provides world-class software, consulting, marketing, training and reporting services. These services are provided as an integral part of the REALChecking system and are vital to making your program a success.

Design Consultation

The REWARDChecking product is customized to meet your needs. Your Consultant will help you define the interest rate and ATM refund structure that will drive droves of customers to your bank. Establishing optimal qualification criteria will also play an important role in not just meeting, but surpassing your REWARDChecking goal. Your Consultant will assist you in selecting the unique combination of qualifications that will have the biggest impact to increase fee revenue and reduce the cost to serve.

- Direct Deposit
- Online Banking Activity
- IVR Access
- Online Bill Pay
- Valid Email on File
- E-Statement
- Minimum Number of Debit Card Transactions
- Auto ACH

TECHNOLOGY ADOPTION RATES	Free Checking	REWARD Checking
Direct Deposit	31%	80%
e-statement	1%	78%
Online Banking	25%	80%
Check Card	34%	79%

Marketing

FIRST ROI, BancVue's marketing partner, will consult with you to develop your exceptional REWARDChecking marketing program. You will receive insightful traditional and progressive online marketing guides to assist you in launching your product. We will also create a standalone web site, a REALSite™, that features your REWARDChecking product. This interactive medium enables customers to learn about the account and apply for it online. The full package includes:

- REALSite Design and Hosting
- Lobby and Branch Banner Design
- Newspaper Advertisement Design
- Billboard Design
- Press Release Copy
- New Accounts Desk Flip book

Launch

Launching REWARDChecking is a big event for your bank. We will build the excitement by hosting an onsite rally for all your staff. They will learn how REWARDChecking will make you an innovative leader in the market. A comprehensive training session will also be held to educate your staff on REWARDChecking and how to effectively sell it. Customized flip book sales tools will also be created and provided to ensure your frontline staff never misses a beat when presenting the account to prospective customers.

“We couldn’t be more pleased with Reward Checking. New accounts have continued to experience steady consistent growth which we like. We have picked up additional market share which was one of our goals.”

- President & CEO
at a \$90MM FI in Illinois

Technology Integration

Once you have defined your REWARDChecking structure, your Client Advocate will meticulously lead you through every step of the integration and testing process. They dedicate themselves to your satisfaction with the implementation process.

Consultation

Meeting your REWARDChecking goals is our top priority. Your Consultant will review the detailed profitability reports generated by our software and provide you with valuable suggestions to increase your profits. They will also conduct quarterly Mystery Shops of your staff and identify important retraining opportunities. As needed, your Consultant will provide ongoing training onsite or through a webinar at no additional cost to you, other than travel expenses.

Contact Us for a FREE Profitability Analysis
1-877-342-2557 or sales@BancVue.com

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