



ICBA AND BANK INTELLIGENCE PRESENTS
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Small Business – Maximize Your 2011 Opportunity.

January 20, 2011

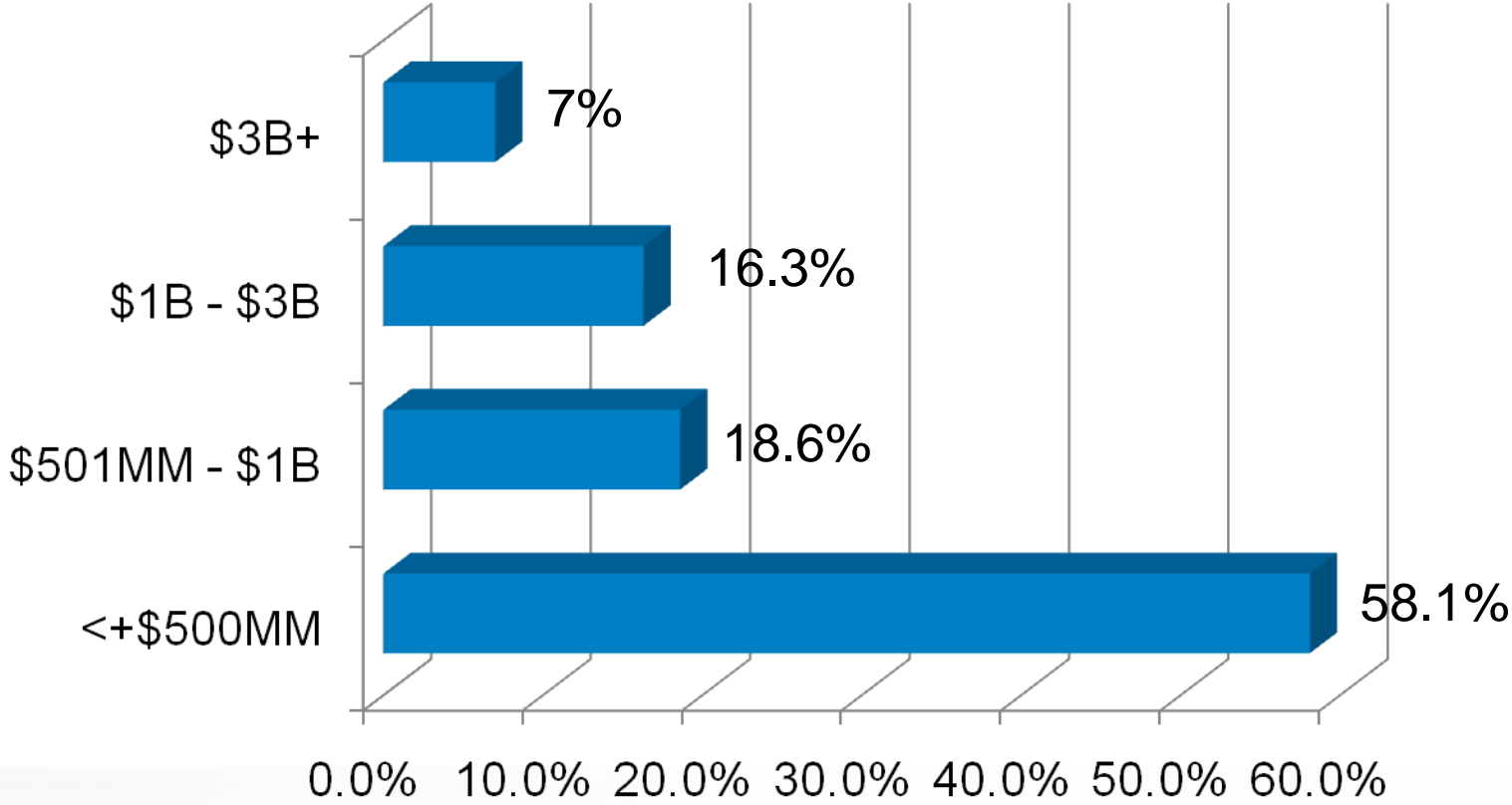
Presented by:

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SERVICE PROVIDER

Survey Results

What is your institution's asset size?

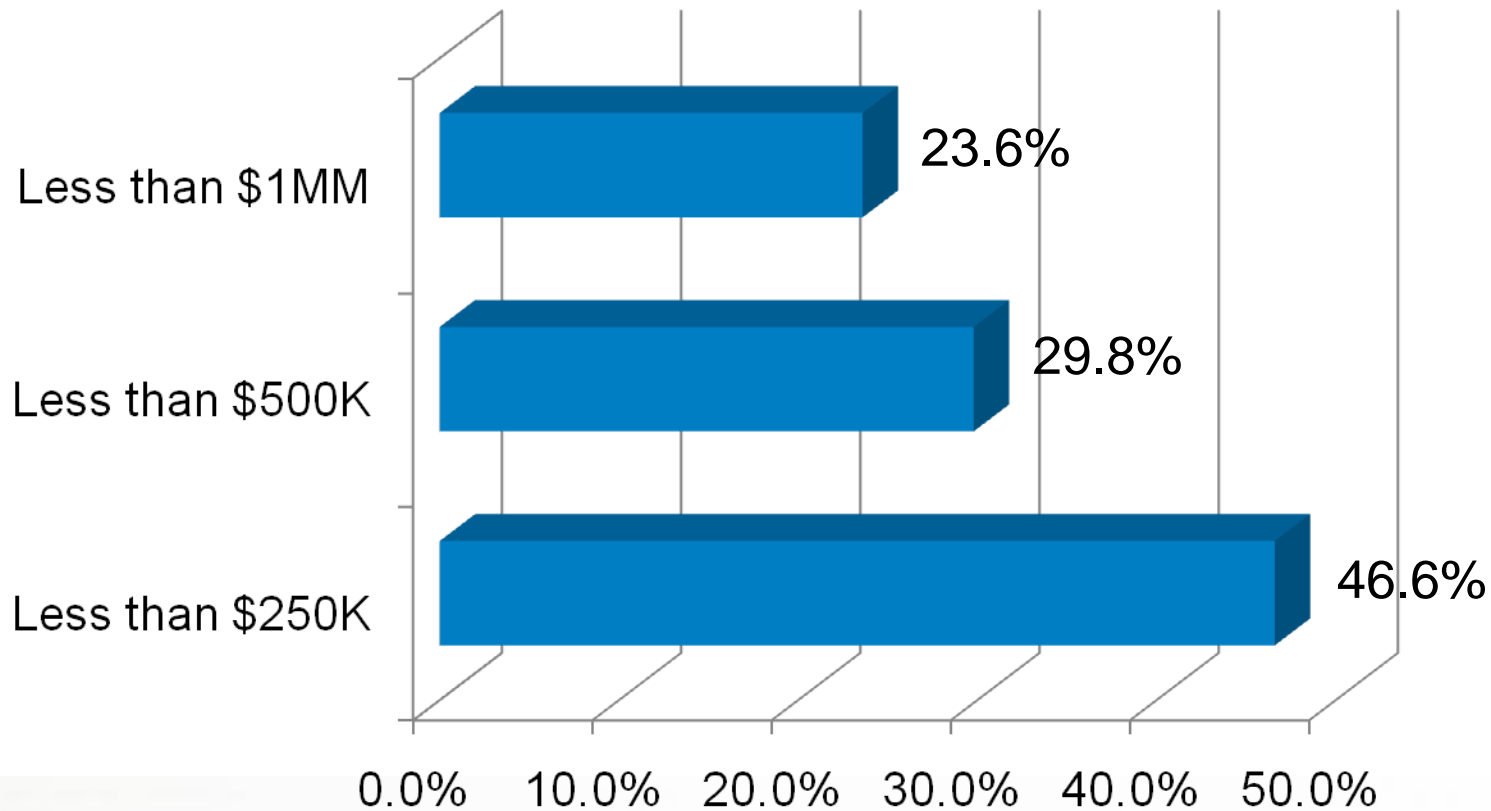


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Survey Results

How does your bank designate small businesses? By credit/relationship exposure amount:



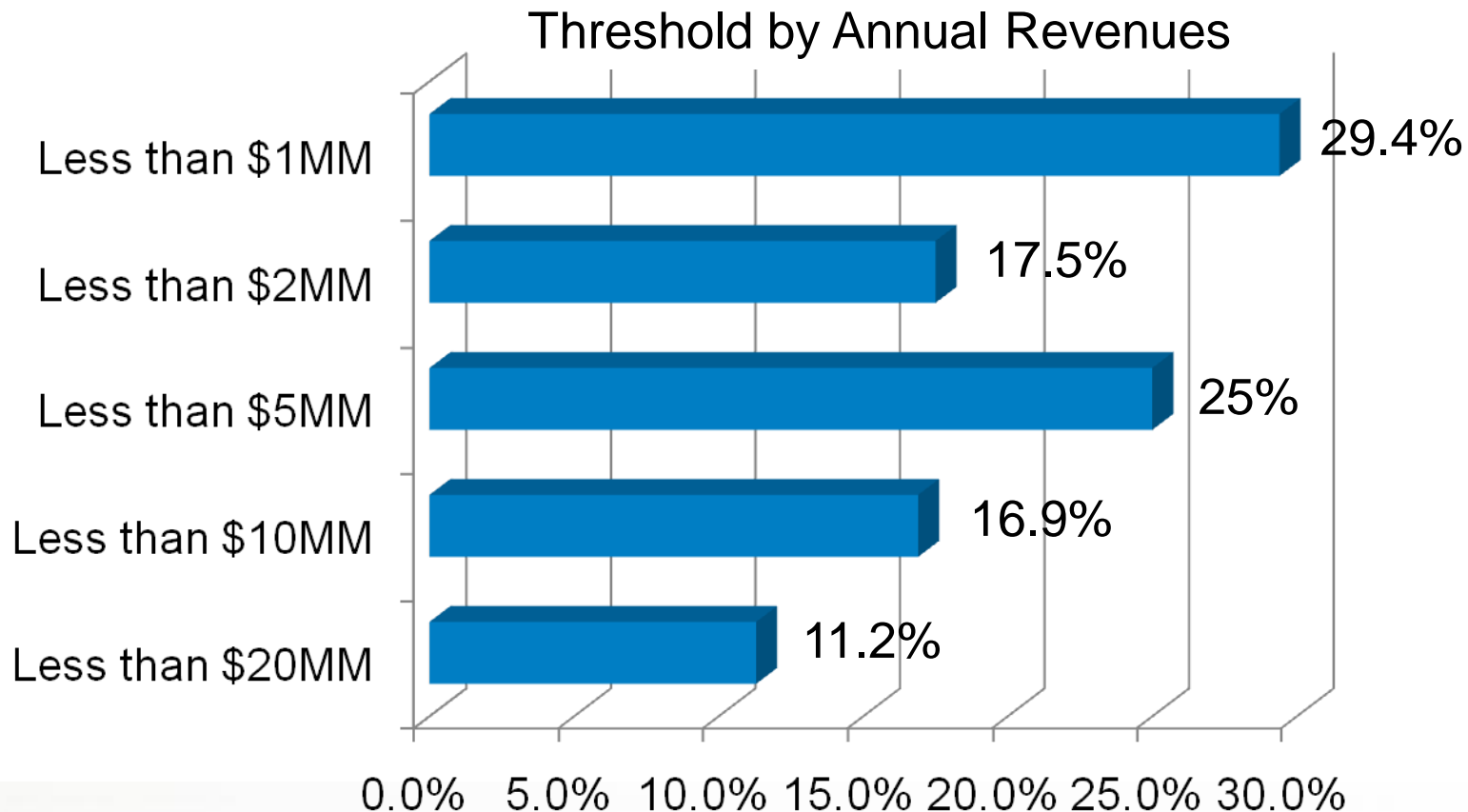
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Indicate by annual revenues of the business:



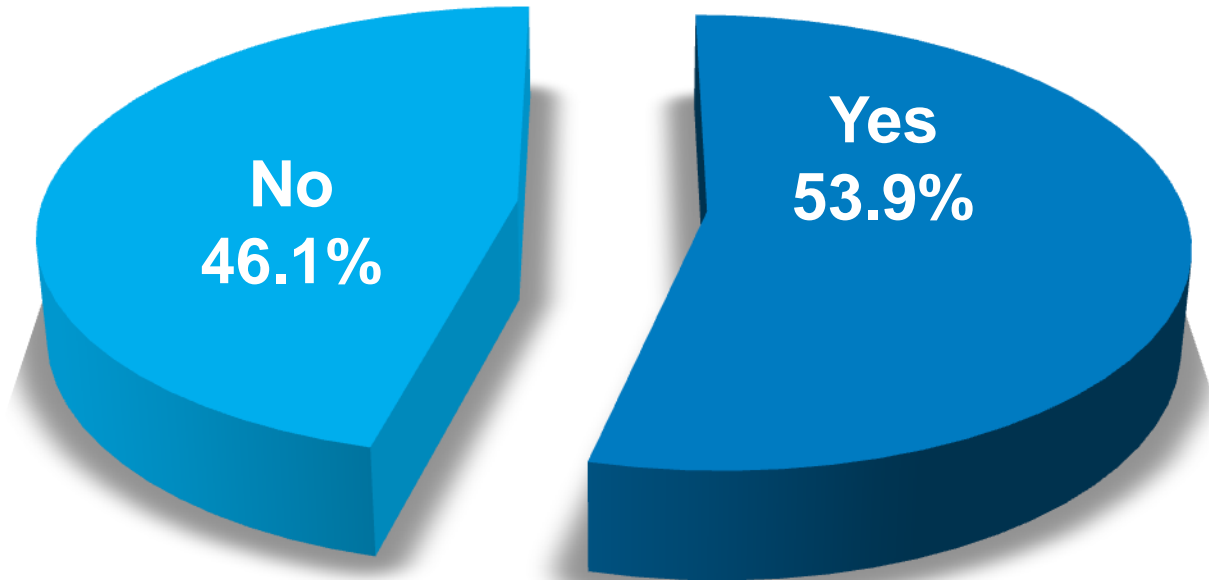
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Do you currently target market to specific business niches within your markets (i.e. doctors, attorneys, CPAs, etc.)



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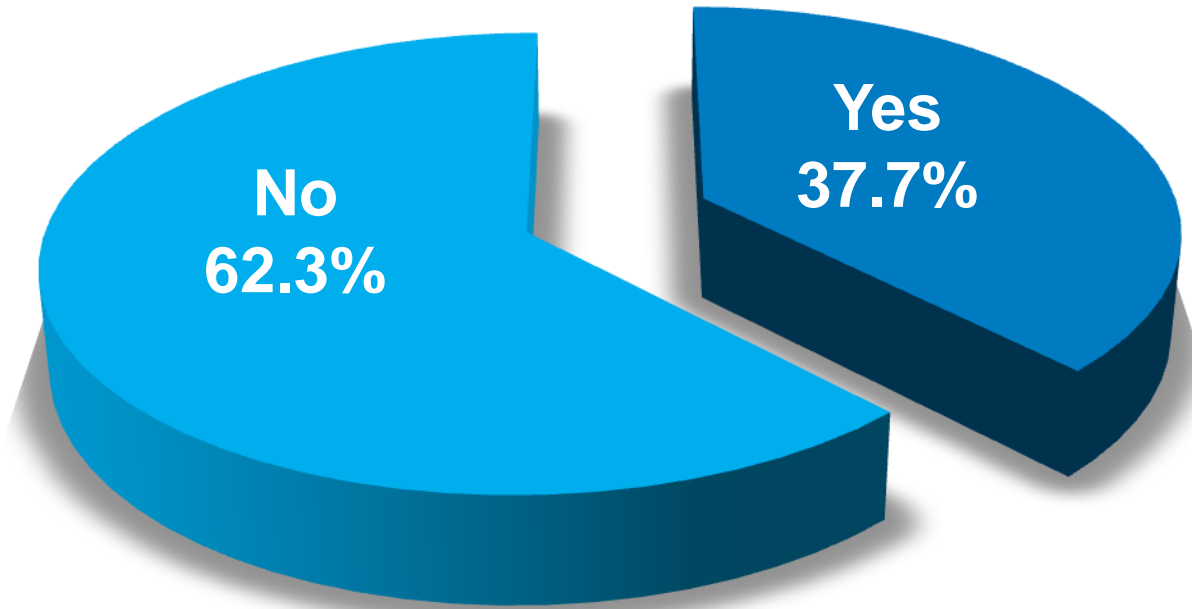
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Do you use prospect list services (i.e. InfoUSA, Claritas, etc.) for your marketing campaigns to target small businesses?



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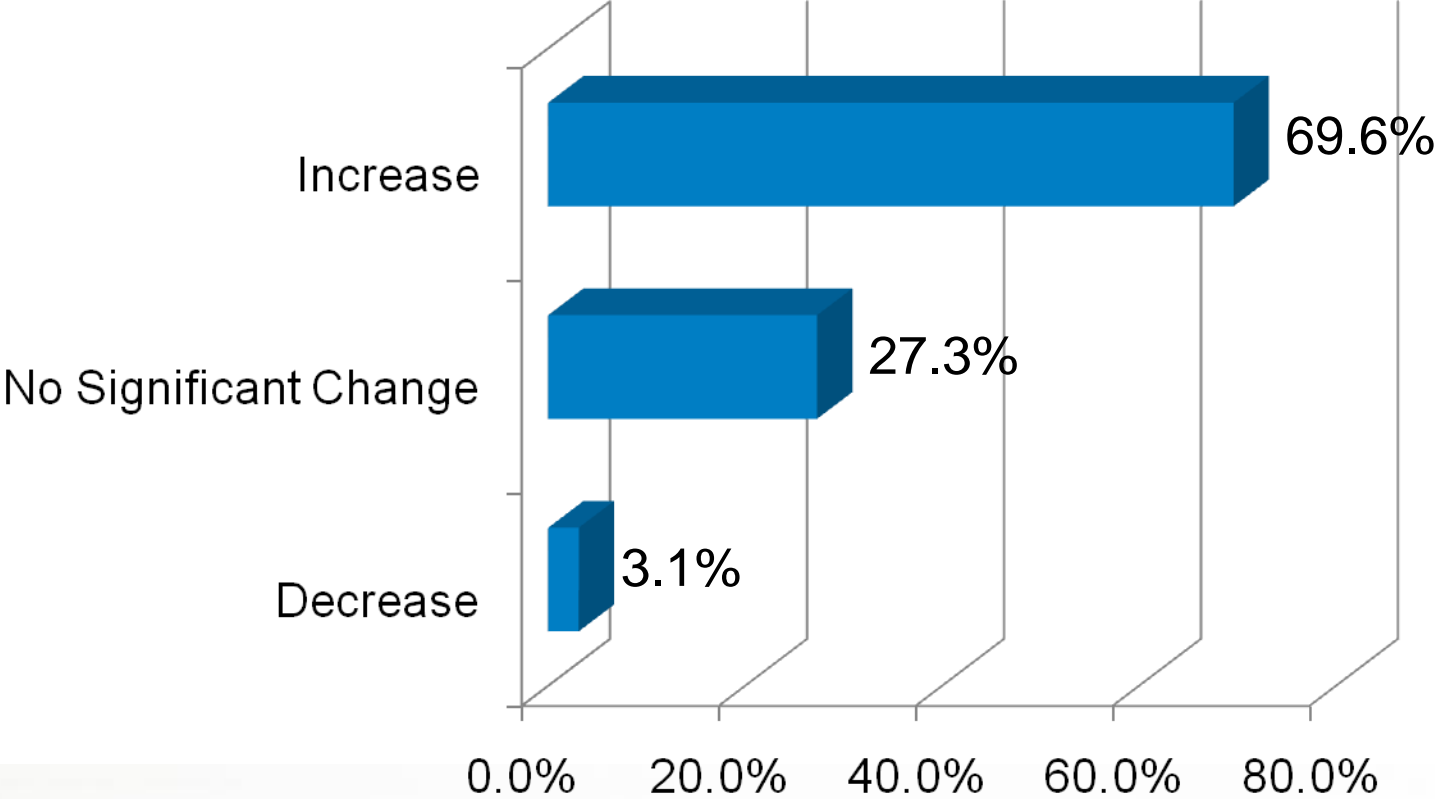
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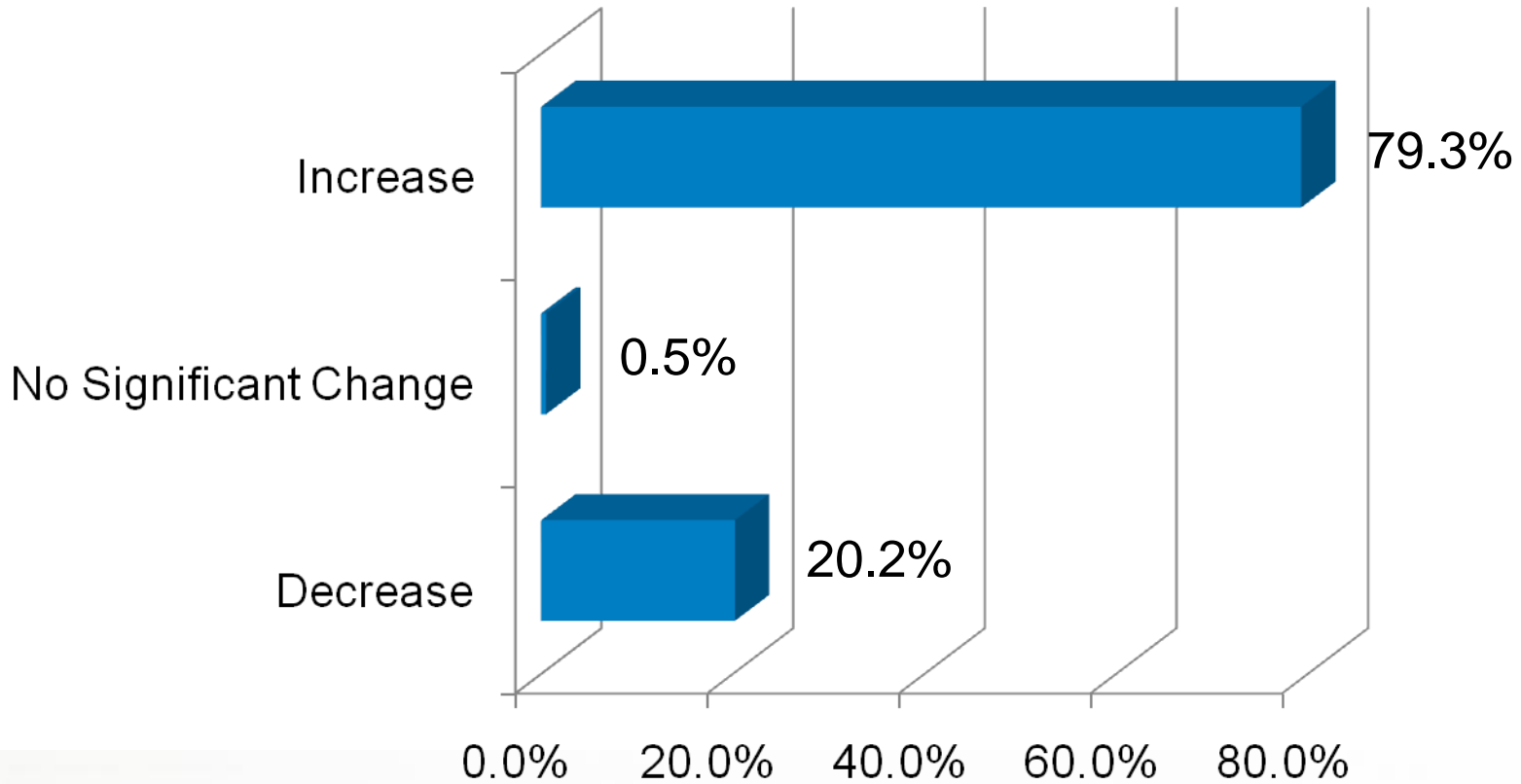
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Your small business loan balances in 2011 are budgeted to:



Survey Results

Your small business deposit balances in 2011 are budgeted to:



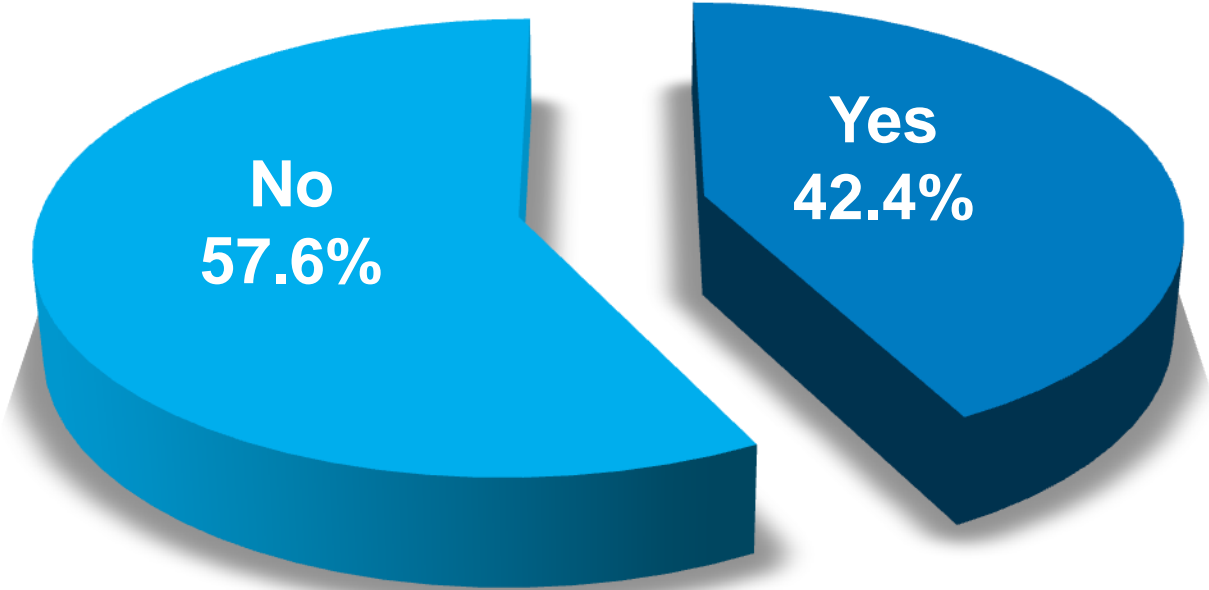
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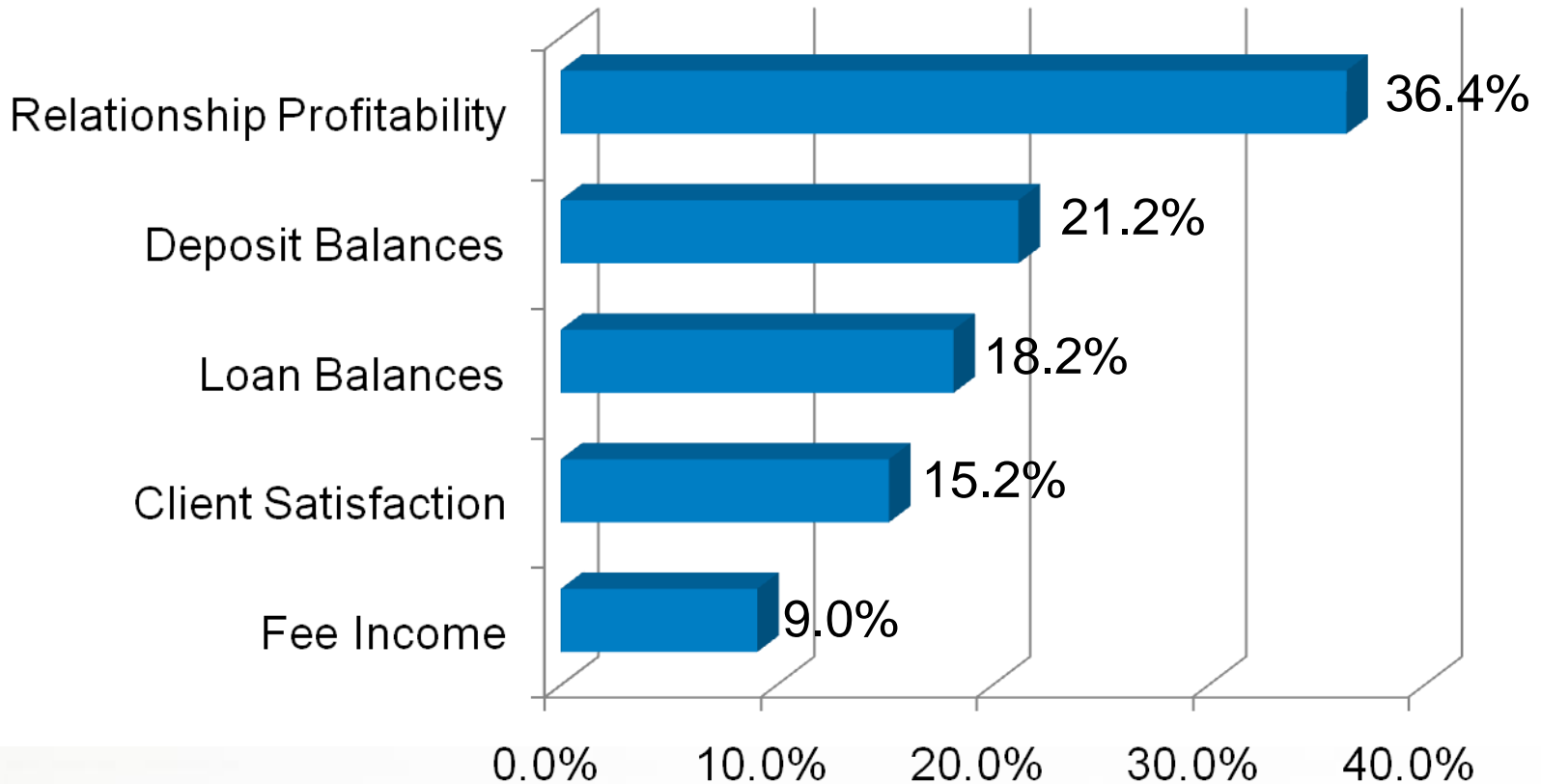
Does your bank have relationship bankers focused specifically on small businesses?



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If yes to previous question, what is their incentive compensation based upon (check all that apply).



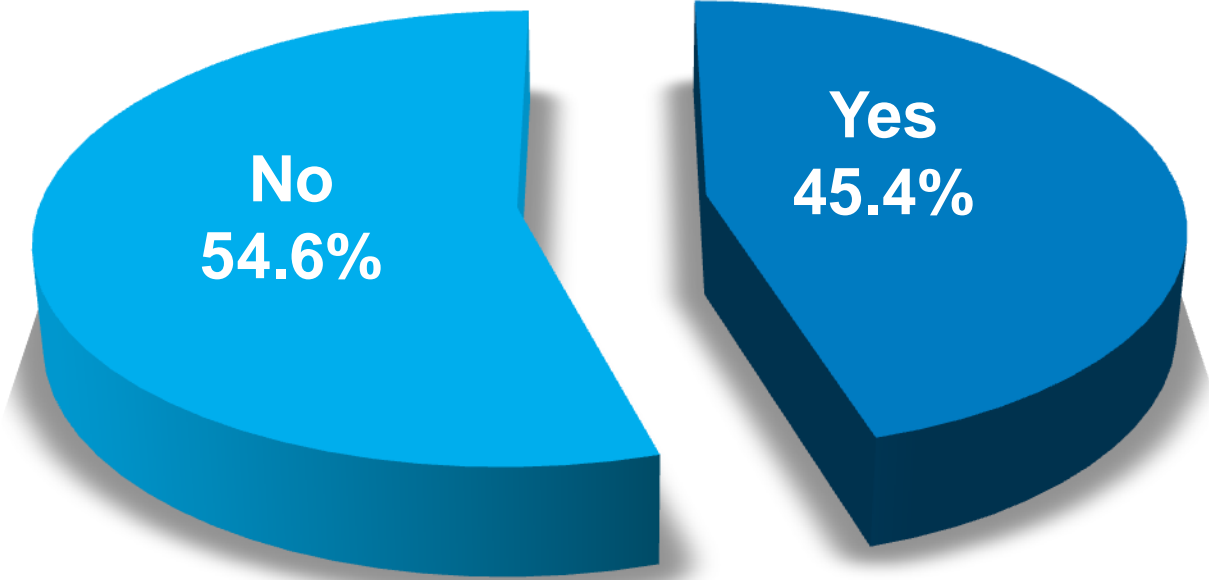
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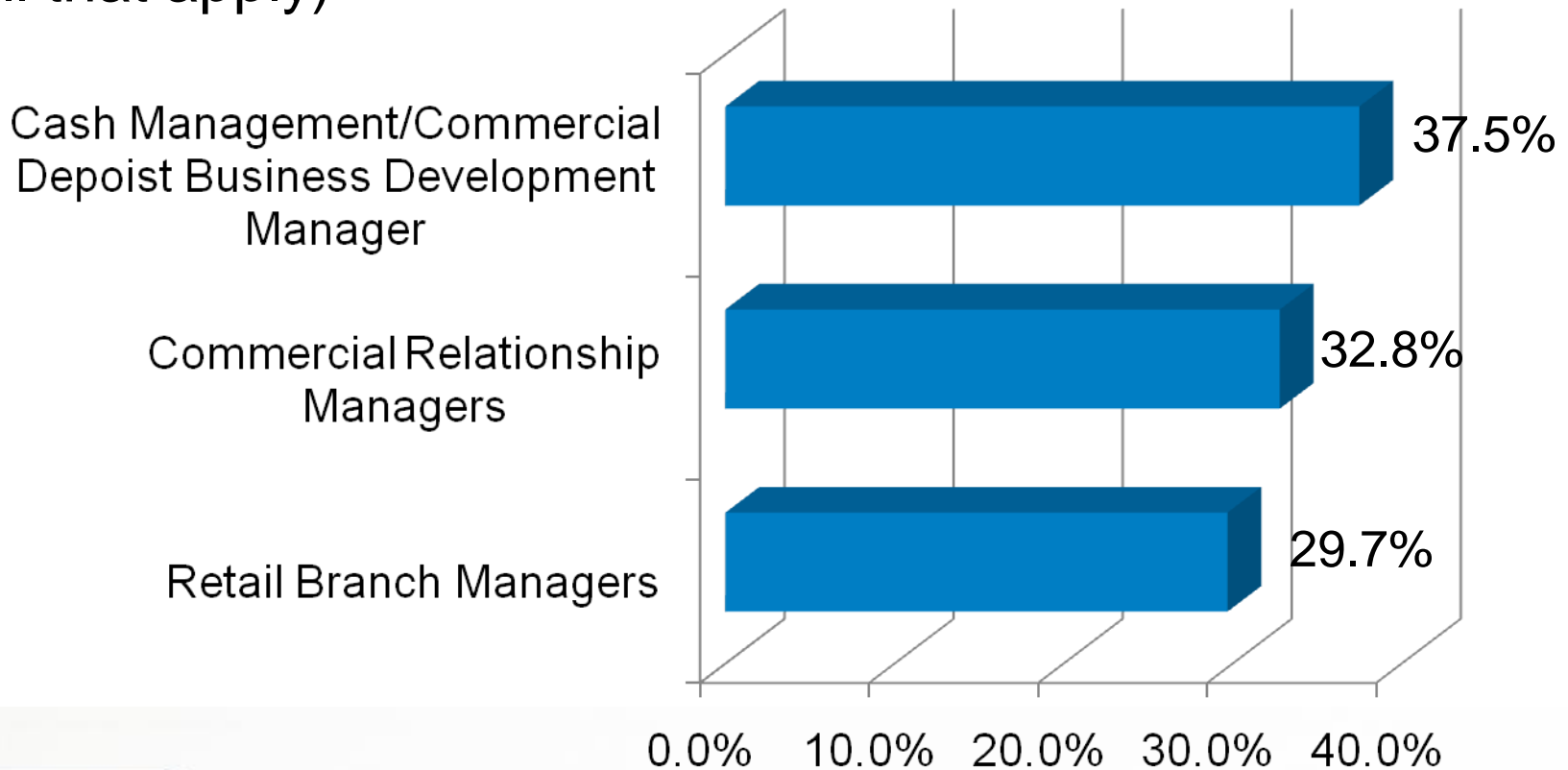
Does your bank assign relationship banking officers to deposit-only commercial relationships?



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What job position(s) are accountable for cash management/commercial deposit growth at your bank? (check all that apply)



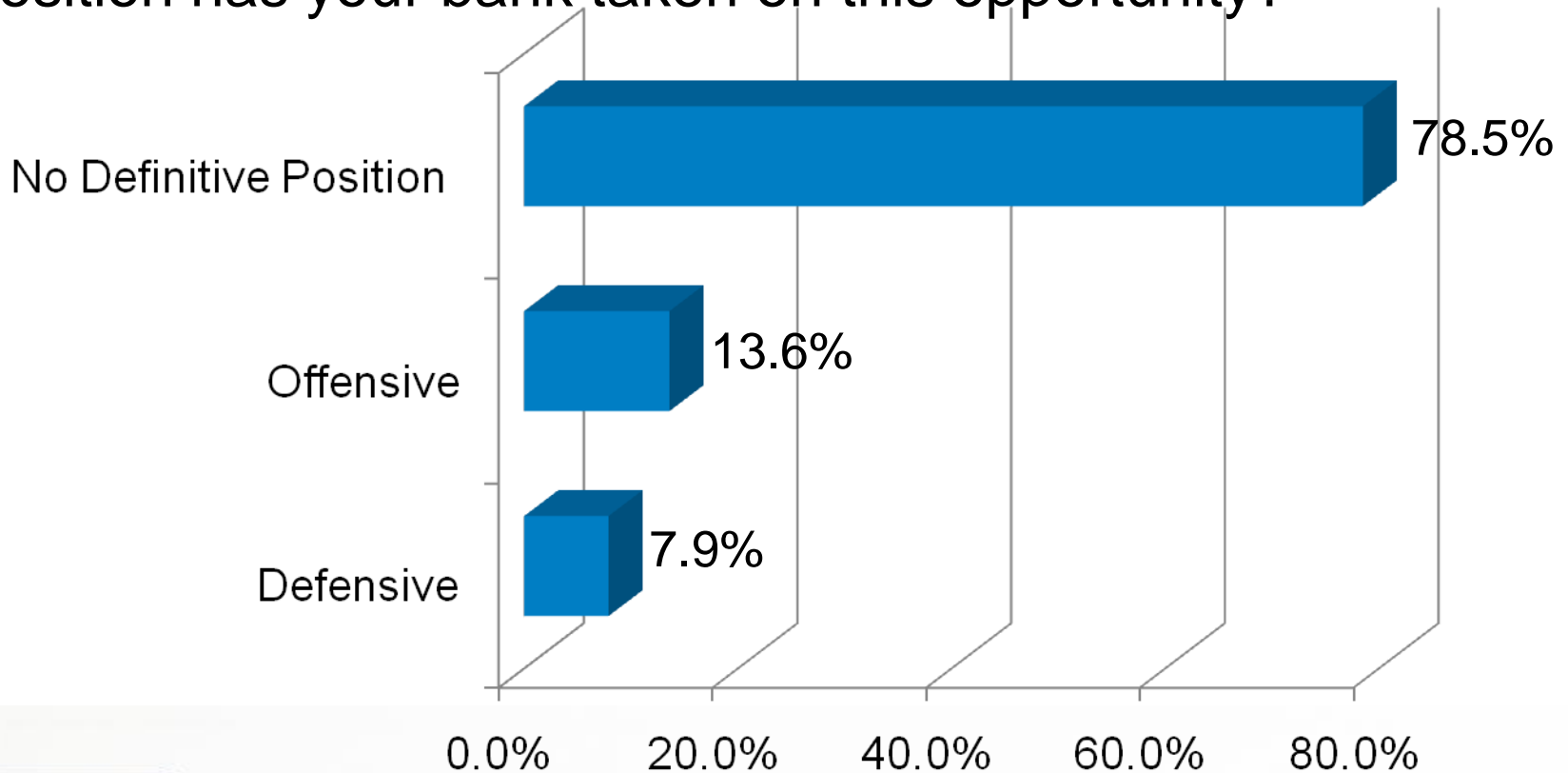
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Commercial banks will be allowed to pay hard interest on commercial demand deposit accounts as of July 2011. What position has your bank taken on this opportunity?



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