

# CHECKING ACQUISITION & RETENTION MARKETING SERVICES

COST-EFFECTIVE SOLUTIONS FOR DRIVING & GROWING ACCOUNT HOLDER RELATIONSHIPS

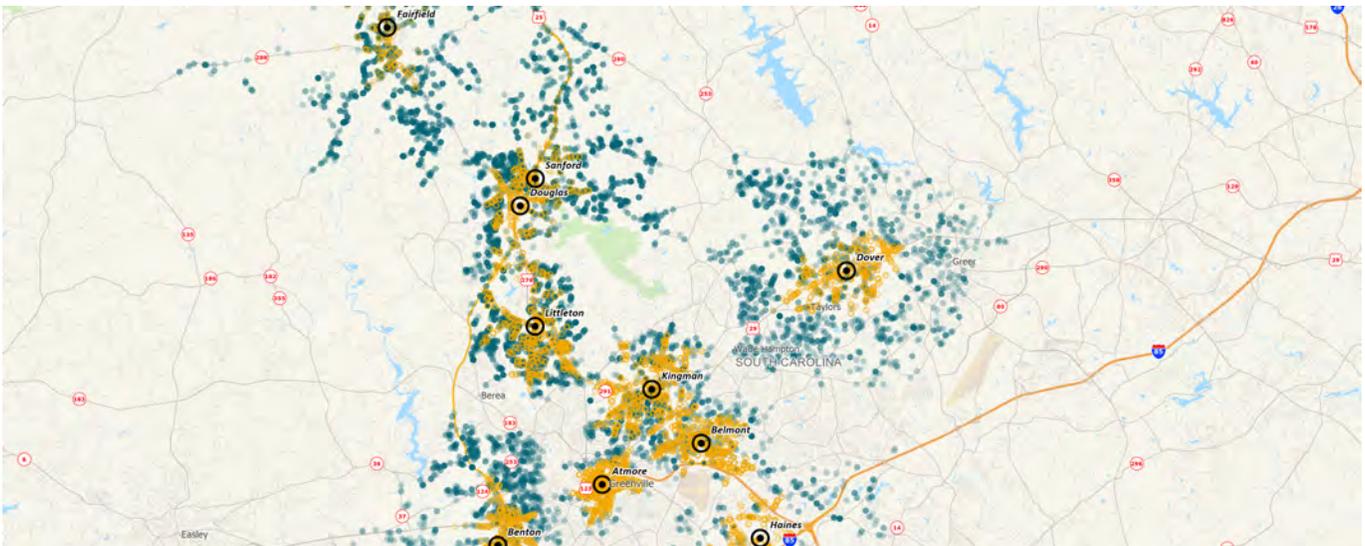
Deeper relationships with account holders are a vital factor for the future of community-based financial institutions. When considering the intense competitive pressures from larger banks and changes to how much more at ease consumers are with switching providers, new challenges will continue to persist. At JMFA, we are dedicated to helping you develop new opportunities for serving your community and achieving sustainable growth.

With JMFA's **Checking Acquire™**, we are by your side to launch a successful strategy to increase core checking accounts and achieve the coveted Primary Financial Institution (PFI) status among your account holders.

## The JMFA Checking Acquire approach includes:

### ★ In-Depth Market Analysis

The secret to any successful acquisition program is knowing how to target the right prospects in your branch footprint. Coupled with critical data elements that best correlate to new account openings, we can significantly reduce overall expenses and increase ROI.



**J|M|F|A**  
Four Letters. Infinite Potential.

To request a complimentary market assessment, contact your representative or email [Jennifer.Brooks@JMFA.com](mailto:Jennifer.Brooks@JMFA.com).

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MORE FEATURES!

LET US ENHANCE YOUR MARKETING TEAM.

JMFA.COM / 800-809-2307

# CHECKING ACQUIRE™ CHECKING ACQUISITION & RETENTION

COST-EFFECTIVE SOLUTIONS FOR DRIVING & GROWING ACCOUNT HOLDER RELATIONSHIPS

## The Checking Acquire™ approach includes:

### ★ Creative Design

Our team provides you with the additional marketing expertise and resources to devise and implement an effective plan to achieve your goals. Plus, we'll help you leverage the right mix of personalization to stand out in today's electronic world.

- Our three-phase approach simultaneously casts a wide net and succeeds at uncovering high-interest hotspots.
- Design is driven by the standout offerings of your institution.

### ★ Printing & Mailing

JMFA offers a turn-key strategy and will manage all the steps needed on the print and mailing side to execute campaigns that get you results.

### ★ Comprehensive End-to-End Reporting

The ability to closely track, measure and flexibly adjust the strategy will help to ensure long-term success and maximize efficient growth.

- Guided by insight into your unique marketplace response, we're able to continuously optimize targeting strategy.
- Looking back to look ahead: We use penetrating insights into account attrition trends to ensure that your marketing dollars are well-spent now and into the future.
- We strive to maximize your overall ROI, both short- and long-term: there is no "one-size fits all" with **Checking Acquire™**.



ASK ABOUT OUR OTHER  
MARKETING & MAILING  
SERVICES

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