“Rock On with Bank On”

Joanne Nguyen | Irene Fong
A Special Thanks to Our Sponsors
Who Are We?

IRENE FONG

JOANNE NGUYEN
What is Our Goal?

2017 JUNE

JULY 2017
Alternative to the Alternative

- Deposit Products
- Small Dollar Loans
- Credit Building Products
- Alternative Car Loans
BANKS IN FLORIDA
Always Moving, Always Changing

FLORIDA BANKS

- National, 50
- Regional, 9
- State, 166
Banking Institutions by County
REQUIREMENTS
# BANK ON NATIONAL ACCOUNT STANDARDS (2017–2018)

<table>
<thead>
<tr>
<th>TERMS</th>
<th>STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Features</strong></td>
<td></td>
</tr>
<tr>
<td>Transaction Account at Banking Institution</td>
<td>Checking account (including checkless checking); bank- or credit union-offered prepaid</td>
</tr>
<tr>
<td>Point of Sale (POS) Capability</td>
<td>Debit card/prepaid card</td>
</tr>
<tr>
<td>Minimum Opening Deposit</td>
<td>$25 or less</td>
</tr>
<tr>
<td>Monthly Maintenance Fee</td>
<td>If not waivable: $5 or less</td>
</tr>
<tr>
<td></td>
<td>If waivable: $10 or less; offer at least two options to waive fee with a single transaction (e.g. direct deposit with no minimum deposit, online bill pay or debit card purchase)</td>
</tr>
<tr>
<td>Overdraft or Non-Sufficient Funds (NSF) Fees</td>
<td>None, structurally not possible (e.g. via checkless checking)</td>
</tr>
<tr>
<td>Dormancy or Inactivity Fees</td>
<td>None</td>
</tr>
<tr>
<td><strong>Customer Service</strong></td>
<td></td>
</tr>
<tr>
<td>Branch Access</td>
<td>Free and unrestricted</td>
</tr>
<tr>
<td>Telephone Banking</td>
<td>Free and unrestricted (including live customer support)</td>
</tr>
<tr>
<td>Use of In-Network ATM</td>
<td>Free and unrestricted</td>
</tr>
<tr>
<td>Use of Out-of-Network ATM</td>
<td>$2.50 or less (not including local ATM fee)</td>
</tr>
<tr>
<td><strong>Functionality</strong></td>
<td></td>
</tr>
<tr>
<td>Deposit Capability</td>
<td>Free in branch, at ATM, and direct deposit</td>
</tr>
<tr>
<td>Bill Pay by Customer</td>
<td>Free</td>
</tr>
<tr>
<td>Bill Pay by Financial Institution</td>
<td>Free if available, otherwise at least four free money orders and/or cashier checks per month</td>
</tr>
<tr>
<td>Check Cashing for Checks Issued by that Bank</td>
<td>Free</td>
</tr>
<tr>
<td>Online and Mobile Banking</td>
<td>Free</td>
</tr>
<tr>
<td>Banking Alerts</td>
<td>Free</td>
</tr>
<tr>
<td>Monthly Statements</td>
<td>Free paper (or electronic with consumer consent)</td>
</tr>
<tr>
<td>Insured Deposits</td>
<td>Insured by FDIC or NCUSIF</td>
</tr>
</tbody>
</table>
# Small Dollar Loans

## A Safe, Affordable, and Feasible Template for Small-Dollar Loans

<table>
<thead>
<tr>
<th>Product Element</th>
<th>Parameters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount</td>
<td>$2,500 or less</td>
</tr>
<tr>
<td>Term</td>
<td>90 days or more</td>
</tr>
<tr>
<td>Annual Percentage Rate (APR)</td>
<td>36 percent or less</td>
</tr>
<tr>
<td>Fees</td>
<td>Low or none; origination and other upfront fees plus interest charged equate to APR of 36 percent or less</td>
</tr>
<tr>
<td>Underwriting</td>
<td>Streamlined with proof of identity, address, and income, and a credit report to determine loan amount and repayment ability; loan decision within 24 hours</td>
</tr>
<tr>
<td>Optional Features</td>
<td>Mandatory savings and financial education</td>
</tr>
</tbody>
</table>

Source: FDIC.
Credit Building Products

- Amount: < $500
- APR: < 18%
- Term: 90-days
Alternative Car Loans

BAD/NO CREDIT

INTEREST < 18%
BANKING WEBSITES
How Are You Feeling Today?

I’m Feeling...

GOOD
- Easy to Read and Navigate
- Information Readily Available
- Aesthetically Pleasing

OK
- Lots of Market Jargon
- Lacks Sufficient Information
- May be Aesthetically Pleasing

BAD
- Hard to Navigate Around
- Market Jargon or No Info
- Not as Aesthetically Pleasing
Examples of

Checking Accounts

We assure you that you will find the right checking account best suited for your needs, from a variety of checking accounts from which to choose.

Checking Accounts

Whether you are looking for a simple account with all the necessities, an interest bearing account, or something in-between, Seaside has a checking account to meet your needs.

DEPOSIT SERVICES

Seaside Select Checking

Checking Accounts

Money Market Select

Savings Accounts

CDs & IRAs

CDARS

Accounts for Minors

RESIDENTIAL LENDING OPTIONS & HOME EQUITY SERVICE
Examples of

**PERSONAL CHECKING**

Offers easy access to your money that allows unlimited monthly transactions. Customers can use their ATM/Debit Card, checks or wire transfers to make purchases or pay their bills. There is a minimum balance requirement to avoid the imposition of fees and this account is non-interest bearing.

**Personal Banking**

*ServisFirst Checking*

- Unlimited check writing.
- Free Internet Banking with Bill Pay.
- Free Telephone Banking.
- Free Visa Check Card or Visa ATM Card
- Up to 5 foreign ATM service charges will be automatically reimbursed per month.
- Free monthly Email Statements.
- Free Notary Services
- Low monthly service charge can be avoided by maintaining minimum average daily collected balance.
Examples of

Budget Checking

LOW monthly fee and NO overdraft charge.

Budget Checking from FCB is designed for customers who want a personal checking account that will protect them from costly banking overdraft fees in the event of insufficient funds. When a purchase is attempted without enough funds in the account to cover the charge, the purchase is rejected — you automatically avoid getting charged with a costly overdraft fee.

Open your Budget Checking account today with $25 or more and take advantage of all the great features this account offers, including:

- NO minimum balance requirement
- FREE Online Banking & Bill Pay
- FREE FCB Visa® Debit Card
- UNLIMITED ATM usage at all FCB banking centers and Publix Presto® ATM locations at NO charge
  — a network of over 1,000 ATMs
- Up to two (2) foreign ATM transactions per month at NO charge2 ($10 max per month)
- FREE Telephone and Mobile Banking3, so you can bank at your convenience
- FREE e-statements, to help you eliminate paper clutter

Plus:
- Establish Direct Deposit4 for your recurring paycheck or government deposit, and FCB will waive the low $4 monthly maintenance fee on your Budget Checking account!
- Apply for an FCB Visa® Credit Card4 for even greater purchasing power!

SafeBalance Banking® Account

Fees

<table>
<thead>
<tr>
<th>Monthly Fee</th>
<th>Required Opening Deposit</th>
<th>ATM Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.95</td>
<td>$25</td>
<td>No fee at thousands of Bank of America ATMs</td>
</tr>
</tbody>
</table>

You cannot waive the monthly maintenance fee with this account, but you do get a low, predictable monthly fee.

$2.50/transaction
Non-Bank of America ATMs in the U.S.

$5/transaction
Non-Bank of America ATMs outside the U.S.

View a complete list of fees

We’re committed to making your experience with us as easy to understand as possible. View the SafeBalance Banking® Clarity Statement®

FPP
CUSTOMER SERVICE
The Phone is Ringing
How Are You Feeling Today?

I’m Feeling...

GOOD
- Welcoming
- Easy to Get Information
- Very Helpful

OK
- Long Waits
- Lots of Transferring
- Some Blocks in Information

BAD
- Left On Hold
- Dreaded Elevator Music
- “We can’t help you.”
“Do I Know My Products?...”

“Bye-Bye!”

“Sorry, but we cannot help you.”

“Connections”

“All Around the World”
The Customer Might Always Be Right

- Certifications
  - Money & Negotiable Instruments
  - Managing Member Accounts
  - Serving Credit Union Members

- Financial Literacy
  - Socioeconomic Boundaries
LIVE CHATS
Live Chats

- Easiest Interface
- Straightforward
- Tends to be 24/7
HERE’S WHAT WE FOUND...
DEPOSIT PRODUCTS
BANKS WITH PRODUCT AVAILABILITY

- Academy Bank
- Bank of America
- Citibank
- Fifth Third
- Florida Community Bank
- Gulf Coast Bank and Trust
- Harbor Community Bank
- HSBC Bank USA
- Intracostal Bank
- JPMorgan Chase Bank
- Manufacturers and Traders Trust
- New York Community Bank
- Ocean Bank
- Palm Beach Community Bank
- PNC Bank
- Preferred Community Bank
- Sabadell United Bank
- Sanibel Captiva Community Bank
- Seacoast National Bank
- SmartBank
- Stearns Bank
- The Huntington National Bank
- TotalBank
- Union State Bank
- United Fidelity Bank, FSB
- Valley National Bank
- Wauchula State Bank
- Wells Fargo
- Woodforest National Bank
CREDIT PRODUCTS
Percentage of Financial Institutions That Offer Credit Products

- **Small Dollar Loans**: 16% (Banks) 26% (Credit Unions)
- **Credit Building Products**: 20% (Banks) 93% (Credit Unions)
- **Alternative Car Loans**: 1% (Banks) 13% (Credit Unions)

Legend:
- **Banks**
- **Credit Unions**
BANKS WITH SMALL DOLLAR LOANS

- Academy Bank
- American Momentum Bank
- Ameris Bank
- Anthem Bank & Trust
- Armed Forces Bank
- Atlantic Coast Bank
- Banco Popular North America
- Bank of Belle Glade
- Bank of Pensacola
- Bank of the South
- Beach Community Bank
- Capital City Bank
- Centennial Bank
- Charlotte State Bank & Trust
- Citizens Bank and Trust
- Citizens State Bank
- Comerica Bank
- Community Bank and Trust of Florida
- Community State Bank
- Compass Bank
- Drummond Community Bank
- Englewood Bank & Trust
- Farmers & Merchants Bank
- Fidelity Bank
- Fifth Third Bank
- FineMark National Bank & Trust
- First American Bank
- First Federal Bank of Florida
- First National Bank of Northwest Florida
- First State Bank of the Florida Keys
- First Tennessee Bank
- Flagship Community Bank
- Hillsboro Bank
- International Finance Bank
- PNC Bank
- Valley National Bank
BANKS WITH CREDIT BUILDING PRODUCTS

- Academy Bank
- Anthem Bank & Trust
- Atlantic Coast Bank
- Banco Popular North America
- Bank of Pensacola
- BankUnited
- Branch Banking and Trust Company
- Busey Bank
- Cadence Bank, N.A.
- Century Bank of Florida
- Citizens First Bank
- Columbia Bank
- Community State Bank
- Compass Bank
- Continental National Bank
- Eastern National Bank
- First City Bank of Florida
- First Colony Bank of Florida
- First Florida Bank
- First State Bank of the Florida Keys
- FirstAtlantic Bank
- Home Federal Bank of Hollywood
- Iberiabank
- International Finance Bank
- Jefferson Bank of Florida
- JPMorgan Chase Bank
- Liberty Savings Bank, FSB
- Manufacturers and Traders Trust
- Mercantil Bank
- MidSouth Bank
- MidWestOne Bank
- Mutual of Omaha Bank
- Ocean Bank
- OneUnited Bank
- PNC Bank
- Regions
- Renasant Bank
- Republic Bank and Trust Company
- Sabadell United Bank
- Sunshine Community Bank
- Terrabank
- TotalBank
- USAmeriBank
- Wells Fargo
BANKS WITH ALTERNATIVE CAR LOANS

- Crescent Bank & Trust
- Seacoast National Bank
- TrustCo Bank
ALTERNATIVE FINANCIAL SERVICES (AFS)
Alternative Financial Services

- 24 Hour Call Access
- Longer Office Hours
- Transparency
- Multiple Locations
Figure ES.2 Reasons for Not Having a Bank Account, Unbanked Households, 2015 (Percent)

- Do not have enough money to keep in account: 37.8%
- Avoiding bank gives more privacy: 3.4%
- Don't trust banks: 28.0%
- Account fees too high: 9.4%
- Account fees unpredictable: 24.0%
- ID, credit, or former bank account problems: 5.7%
- Banks do not offer needed products or services: 15.4%
- Inconvenient locations: 2.0%
- Inconvenient hours: 8.5%
- Other reason: 10.3%

FDIC National Survey of Unbanked and Underbanked Households, 2015
The Gap in the Bridge

- Business Practices
- Banker’s Hours
- Withholding Information
- Phone Tree
MERITED DISTRUST?
RECOMMENDATIONS
JUST A LITTLE SOMETHING

- Longer Office Hours
- One-Stop Shop Convenience
- Website Fluidity
- Implement Live Chats
QUESTIONS?
THANK YOU!