

# ENHANCE RELATIONSHIPS. BUILD REVENUE.

## Retail Checking Strategy

### YOU GET WHAT YOU CHARGE FOR

The banking business is competitive, and it's changing more rapidly than ever before. To make smart decisions, it's important to understand what your customers value most – and that's no longer free checking.

#### PROVIDING VALUE IS KEY

Customers are willing to pay for value – but institutions must deliver it. In fact, adding a valued benefit or service to a checking account not only increases what your customers are willing to pay, it also improves the *quality* of your relationships. Let us show you how.

We make it simple, compelling, and profitable. Combine great financial benefits with some of the most appreciated value-added enhancement services on the market.

- **Compelling** - Help customers protect their identities with ID protect, save money on cell phone protection, accidental death insurance, healthcare-related expenses, travel & entertainment and discount shopping.

Protect your customer in a world where every two seconds another American becomes a victim of identity fraud. In 2016, 15.4 million consumers suffered identity fraud.<sup>1</sup> Helping your customers protect their identities also protects your financial institution.

- **Valuable** - Deliver value with a comprehensive and affordable suite of benefits — customized for your customers.

- **Profitable** - Financial Institutions that move customers to fee-based accounts with value-added benefits are reporting increased revenues and more profitable relationships – generate as much as \$60 per account per year.

To make fee-based accounts work for you, it's critical to have a knowledgeable and experienced partner. Since 1973, thousands of financial institutions have profited from Econocheck's data-driven retail checking strategies, direct response insurance programs, and identity protection services. Listening, delivering, partnering, growing – the Econocheck way for over 40 years.

<sup>1</sup> *Identity Fraud Report: 2017 Identity Fraud Study, Javelin Strategy & Research.*

For more information about how you can put Retail Checking to work for your bank, please contact:

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