

The Profit Plan

Four Proven Strategies to Increase Your Profits Using ProfitMagnifier!



PROFITMAGNIFIER™
MAGNIFY YOUR PROFIT!

The Problem...or an Opportunity?

As a financial institution executive, you have a lot on your plate. Your margins are thin, your costs are going up, and these are just your obvious problems!

ProfitMagnifier gives you solutions to your problems so you can generate more profits with less effort than you thought possible!

What is ProfitMagnifier?

ProfitMagnifier is a Web-enabled profitability executive dashboard, a business development tool for branch managers, a portfolio management tool for loan officers, and a database-marketing tool for marketers.

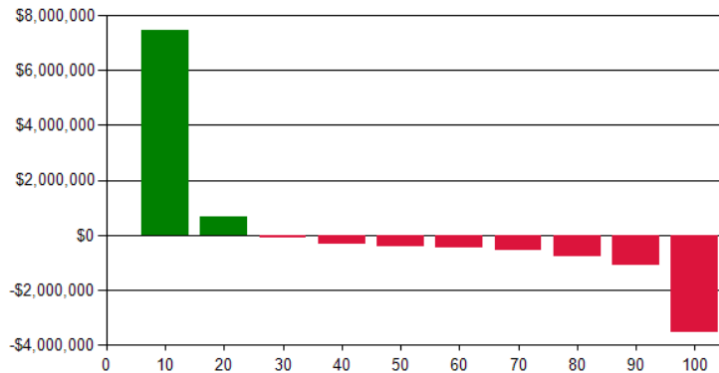
What makes ProfitMagnifier unique?

ProfitMagnifier is easy to:

- Use
- Install
- Maintain
- Distribute
- Purchase
- Afford

Strategy #1 – Retain and deepen your relationships with your most profitable account holders.

Typically, only 20-30% of your account holders are generating all of your profits. The remaining 70-80% of the account holders are a drain on your resources.



ProfitMagnifier can help you retain your profitable account holders, and can help you increase the revenue from them!

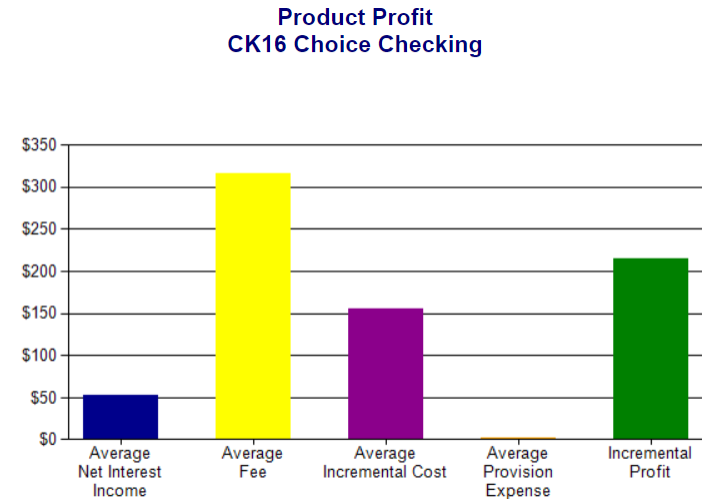
Strategy #2 – Add more account holders who look like your most profitable account holders.

Once you know who your most profitable account holders are, wouldn't you like to have more of them?

ProfitMagnifier can help you do this by "profiling" your most profitable account holders using demographic data and using these profiles to find other account holders who look like these profitable account holders!

Strategy #3 – Determine your most profitable products.

You cannot have profitable account holders unless they are using your products in a profitable manner.



With ProfitMagnifier, it's easy to see how profitable your products are!

Strategy #4 – Cross sell your least profitable account holders your most profitable products so they become more profitable.

Most of your account holders are not profitable – yet!

ProfitMagnifier can help you cross sell your least profitable account holders your most profitable products so they become more profitable!

What our clients are saying about ProfitMagnifier



"ProfitMagnifier adds significant strategic value to what we are trying to accomplish culturally at our bank."

Charlie O'Brien, President & CEO
Adams Community Bank



"ProfitMagnifier helps you price your loans profitability and competitively. Don't price a loan without it!"

Scott Ambroceo, SVP Administration & Operations
Coastal Heritage Bank



"If you are looking for a completely integrated profitability and marketing solution, then look no further than ProfitMagnifier!"

Steve Lowell, President & CEO
Monson Savings Bank



"ProfitMagnifier is such an advanced profit engine!"

Aaron Locke: Financial Business Analyst,
Workers Credit Union

The Next Steps

We would like to set up a 90 minute meeting with you to discuss your needs and to craft a custom Profit Plan for you using ProfitMagnifier. This meeting is only available for financial institution executives.



We are so confident that ProfitMagnifier can meet your profitability needs that we propose to build a demonstration system of ProfitMagnifier using your financial institution's data at no cost to you!

Please contact us so we can set up this introductory meeting for you. In the meeting we will show you how to build your Profit Plan so you can make your plan a reality!

PROFIT RESOURCES
MAGNIFY YOUR PROFIT!

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