

ACB Partners' Credit Card Programs Offer Big Returns for Community Banks

Whether you are considering a credit card program for the first time or looking for new options for your existing program, it's a fact, a well-managed, actively marketed credit card program can be a big moneymaker, generating significant return on assets and other loan opportunities.

In today's rapidly changing environment, maintaining a competitive edge and growing your customer base will depend on offering your customers a broader range of services. Your customers are expecting a more comprehensive relationship with you, their financial service provider.

With your own card account base, you have an opportunity each month to communicate via printed statement messages or inserts about card benefits or to cross-sell other bank products and services. This is an excellent relationship-building tool and an opportunity to reinforce your brand identity every month.

ACB Offers Card Solutions

Using world-class technology and innovation, the ACB Card Services Inc. card program delivers proven programs to financial institutions seeking comprehensive, yet flexible, solutions for managing your card portfolios.

ACB members can offer a branded credit card to their customers and markets on advantaged terms. Members have the option to either own their own program and receivables, or create a completely turnkey program that provides income without portfolio risk. Your ACB Card Services programs offer

Thinking About Offering a Credit Card to Your Customers?

One of the biggest factors for consideration when deciding on a credit card option is whether you want to own the program and receivables via a direct program or eliminate the risk and operational considerations via an agent program. Here are some things to consider when deciding:

Direct Bankcard Program	Agent Bankcard Program
Financial Risk Elements <ul style="list-style-type: none"> • Bank owns the receivables • Bank underwrites the loans • Bank is accountable for potential card fraud, credit risk and bankruptcy claims 	<ul style="list-style-type: none"> • Program provider owns the receivables • Program provider underwrites the loans • Program provider is accountable for potential card fraud, credit risk and bankruptcy claims
Income <ul style="list-style-type: none"> • Bank receives all income less operating costs 	<ul style="list-style-type: none"> • Bank receives a referral fee for each new account as well as an ongoing revenue stream from the portfolio
Branding <ul style="list-style-type: none"> • Bank is able to put their brand on the credit card 	<ul style="list-style-type: none"> • Bank is able to put their brand on the credit card
Control <ul style="list-style-type: none"> • Bank controls pricing, fee structure and reward programs 	<ul style="list-style-type: none"> • Program provider controls pricing, fee structure and reward programs
Operational Elements <ul style="list-style-type: none"> • Bank manages all operational elements including staff requirements and developing and implementing marketing plans 	<ul style="list-style-type: none"> • Program provider manages all operational elements including staff requirements and developing and implementing marketing plans

a full range of card options and enhancements that can help you expand and protect your customer relationships.

ACB/Inficorp Agent Bankcard

The ACB-InfiCorp Agent Bankcard Alliance provides member banks with all of the strategic benefits of issuing Visa and MasterCard credit cards without any of the attendant risks.

The Agent Bankcard Alliance is designed to support members looking to start an agent bank relationship and for those wanting to upgrade from their existing agent bank relationship. At the same time, InfiCorp is interested in purchasing quality credit card portfolios enabling members to sell their portfolio without selling their customer relationships.

The program is specifically designed for community banks as a turnkey credit card solution. It creates an ongoing relationship to provide your bank, your customers, and your prospective customers with a broad array of competitive and compelling credit card products. The program fulfills your credit card needs while providing benefits not offered with traditional agent bank relationships, including:

- Focus on your relationship base and your footprint market area.
- Data sharing to support your bank's cross-selling opportunities.
- Expansion of franchise base.
- Fee income for referrals and ongoing revenue stream from portfolio earnings.
- Recognition of an applicant's relationship with you in credit underwriting.
- Web solutions for customers linked from your existing site.
- Opportunity for branch personnel to access customer account data via the Web.

And, your bank has the assurance of strong non-compete protections and approval rights over the use of your bank's brand.

ACB/Certegy Direct Bankcard

The ACB/Certegy program lets you manage your account through a dynamic plat-

form offering online access or an affordable PC alternative. An extensive array of optional services from marketing to customer service combined with superior processing performance creates an environment for custom designed programs with reliable features and a competitive advantage.

Benefits include:

- You keep all the revenue less operating costs as a direct card issuer and build a new profit center.
- Besides interest income, you build a steady stream of non-interest fee income.
- Your bank is given the opportunity to cross-sell additional banking products and services.
- You determine your product pricing, fee structure and special enhancements including a cardholder rewards program.

Features include:

- A dedicated point of contact for responsive portfolio management.
- A new level of convenience and value in report delivery.
- Statements generated for timely billing of cardholders' activity and outstanding balances.
- A custom card design to reflect your bank's locale or branding.

Get Started Today

For more information about ACB Card Services contact Jan Simoneau at (202) 857-5092; e-mail jsimoneau@acbankers.org; or visit www.AmericasCommunityBankers.com/Partners. ACB Partners provides value-added business solutions for ACB-member banks. **15**

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For more information call
 (888) 872-0275.

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Provides corporate governance guidance, board legal and fiduciary responsibilities, and resourceful information on board-management relations for community bank board members each month.

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