



BANC SERV, INC.

# 2017

## Endorsed Partner Toolkit

*A guide to the Endorsement Process of the Florida Bankers Association*

Please return completed application to:

Jim Seay  
Managing Director, BancServ, Inc.  
Florida Bankers Association  
(850) 224-2265  
jseay@floridabankers.com

## GUIDELINES FOR BANCSEV ENDORSEMENT PROPOSAL

Thank you for your interest in BancServ, Inc., a wholly-owned subsidiary of the Florida Bankers Association. BancServ endorsements are limited to a select group of companies offering products and services to Florida financial institutions to ensure their needs are met to run an efficient and profitable bank. The due diligence performed by the BancServ Board of Directors and staff helps eliminate hours of research by member institutions. Only the highest caliber companies with impeccable references and a solid financial background are selected to become BancServ Endorsed Partners.

This Toolkit should be used as a guideline for submitting a proposal to become a BancServ Endorsed Partner. If accepted and endorsed by BancServ, the proposal — including responses to the request for information contained in this Toolkit — will become a part of the contractual agreement between your company and BancServ, Inc.

Once completed, your proposal response will be submitted to a BancServ, Inc. Review Committee prior to submission to the BancServ Board of Directors. Additional information may be required from the review committee or from the full Board. *Please note: Review by the BancServ, Inc. Review Committee does not imply or guarantee a review by the BancServ Board of Directors.*

The BancServ Board of Directors meets four times per year and no more than two proposals are heard at any one meeting. *Any company selected to make a proposal to the BancServ Board of Directors shall pay a one-time sponsorship fee of \$1,000 for their presentation. This sponsorship fee will cover costs associated with the Board Meeting.* Should you have any questions regarding items found in this Toolkit or the endorsement process in general, please contact Jim Seay, Managing Director, BancServ, Inc. at (850) 224-2265 or by e-mail at [jseay@floridabankers.com](mailto:jseay@floridabankers.com).

### OVERVIEW OF ENDORSED PARTNER APPLICATION PROCESS

**Step 1: Application** — Interested Partner receives and completes “Endorsed Partner Toolkit.”

**Step 2: Staff Review** — BancServ (BSI) staff reviews application for consideration of submission to the Board.

- *Is this a product needed by Florida Bankers Association (FBA) members?*
- *What is the company’s presence in Florida?*
- *Is the company willing to pay endorsement minimums?*

**Step 3: Board Review** — BSI Board reviews the application for product/service relevance.

**Step 4: Presentation** — Company presents to the BSI Board.

- *Do we need an endorsement for this product?*
- *Who are the competitors in the field?*
- *What kind of commitment is the company willing to make?*

**Step 5: Due Diligence** — Company research.

- *Similar companies invited to apply for endorsement.*
- *BSI staff may choose to make on-site visit to company at partner’s expense.*

**Step 6: Board Vote** — Based on research, competition and contract offering, board votes on whether or not to endorse the company.

**Step 7: Approved Partner** — Beginning of intense marketing strategy.

## STANDARDS AND CONDITIONS

Certain standards and conditions are applicable to all agreements BancServ, Inc. enters into, including, but not limited to:

- The product(s)/service(s) to be offered must be made available at terms, prices and conditions more advantageous to Florida financial institutions than would otherwise be available to the general public or financial institutions in other states without a BancServ, Inc. endorsement;
- The product(s)/service(s) must be available and marketed to all Florida financial institutions (banks and thrifts, including de novo institutions);
- Financial disclosure of your firm must be submitted to BancServ, Inc. on an annual basis;
- **For each product/service sold to a Florida financial institution, a fee must be remitted to BancServ on an agreed upon basis. The fee will be applied against a financial guarantee by your company to BancServ, Inc., which offers two contract options for prospective partners:**
  - **Two-Year Contract: \$20,000 minimum for each year of the arrangement.**
  - **Three-Year Contract: \$17,500 minimum for each year of the arrangement.**
    - **At the end of either contract option, the agreement reverts to a one-year contract with a minimum of \$20,000.**
- **The first year minimum is owed to BancServ at contract signing and all subsequent minimum payments are owed on the contract anniversary date. You are welcome to include an alternate fee schedule, but this will be a consideration for the Board;**
- BancServ, Inc. will not accept product(s)/service(s) on a consignment basis, nor will it enter into an agreement that includes quotas or other minimum-volume requirements;
- Any subcontractors used must be bound to the terms and conditions of the agreement between your company and BancServ, Inc.;
- All officers and employees of BancServ, Inc., Florida Bankers Association and your company will be comprehensively indemnified and held harmless for any claims arising out of, or in connection with, the agreements between your company and Florida financial institutions; and
- BancServ, Inc. will arrange for exhibit space, as well as two complimentary attendee registrations, at the FBA Annual Meeting for all endorsed partners at the expense of BancServ, Inc. All endorsed partners attending the FBA Annual Meeting are responsible for their own room and travel expenses.

## PROPOSAL FOR ENDORSEMENT BY BANC SERV, INC.

### Partner Profile

- Please provide a partner profile, including number of years in business, types of products/services sold and the location of corporate headquarters;
- Please outline the the philosophy of your company, including future direction and efforts to keep ahead of industry trends. How will this philosophy benefit Florida financial institutions in the next five years?
- Please provide an organizational chart, listing officers of the company.
- Please provide a description of the specific benefits that Florida financial institutions should derive from entering into an agreement with your company.
- Please provide a detailed marketing plan for introduction and continued visibility of the endorsement.
- Please provide a copy of your most recent annual report and audited financial statements. If you are a privately held company, please contact Lesley Jordan, CFO of the Florida Bankers Association at (850) 224-2265.
- Please detail any current, pending or foreseeable litigation in which your company may be involved, if applicable.

### **Product Specifications**

- Please explain the primary features of your product/service, including what sets you apart from your competition.
- Please show a timeline from initial customer contact through consummation of a deal.
- Please explain what enhancements, if any, will be made to your product/service in the next five years.
- Please explain your pricing structure for financial institutions, including any up-front fees, marketing fees and ongoing maintenance fees.

### **Business Base**

- Please provide the number of institutions in Florida (excluding credit unions) that are currently your customers. Please provide the number of community banks, specifically.
- Please provide the number of agreements that have been terminated prior to expiration in the past five years, if any.
- Please provide the number of institutions in Florida you have presented proposals to in the past six months.
- Please provide three bank references, including bank name, city, contact, phone and fax number.

### **Customer Service**

- Please detail the type of ongoing customer support Florida financial institutions can expect from your company.
- Please explain the type of training your customer typically receives.
- If your customer service is outsourced, please state whether or not the representatives service financial institutions exclusively.

### **State Sales Representation**

- Please state how many sales representatives service the state of Florida for your company.
- Please detail where your company's state representatives are based.
- Please provide the average tenure of these representatives.
- Does each financial institution have regular account support once the initial deal is closed? If yes, please explain.

### **Financial Commitment to BancServ, Inc.**

- Please state whether or not you estimate your company returning at least \$15,000 per year in commission to BancServ, Inc.
- Please explain the commission structure your company would provide for the endorsement, including signing bonuses and ongoing fees.
- Using the formula above, please estimate this year's revenue, based on existing business.
- Please explain how compensation will be provided for regional banks with branches located in Florida, if at all.
- Please explain how compensation will be provided for financial institutions your company is already pursuing, if at all.

### Association Relationship

- Please describe any additional benefits FBA members will receive for choosing your company as a partner, including any preferential pricing.
- As an endorsed partner, please explain how your company will support the FBA other than through commissions, including sponsorship of FBA events, exhibition at trade shows, providing complimentary speakers for education, advertising in publications, etc.
- Please state whether or not your company will provide quarterly, written reports showing new business and compensation earned. Please state contact name for these reports.
- Please identify any other state banking associations currently endorsing your company. If applicable, please state any terminated endorsements in the past five years.
- Please provide tenure of endorsement from other state banking associations and contact name, if applicable.
- Please describe the minimal joint marketing efforts your company would require in return for the compensation detailed earlier in this Toolkit.

### **LAUNCHING A NEW ENDORSEMENT**

When launching a new endorsement, BancServ, Inc. staff will provide the following:

- Announcement letter on BancServ, Inc. letterhead sent directly to the bank CEO, including any attachments provided by the endorsed partner, at the expense of BancServ, Inc.;
- One additional mailing in year one at the expense of BancServ, Inc.;
- Two mailings a year thereafter at the expense of BancServ, Inc.;
- Announcement of the endorsement in the FBA's flagship publication, *Florida Banking Magazine*, mailed directly each FBA member bank;
- A bi-annual *Florida Banking Magazine* column highlighting the endorsed partner;
- A listing in the annual "Florida Financial Institutions Directory," as well as one complimentary copy of the publication;
- Invites to all FBA events, including, but not limited to: FBA Annual Meeting and Lobster Boil;
- Opportunities for sponsorship at FBA events, which includes signage and recognition from the podium;
- Listing in the "BancServ Profitability Tools" brochure, designed to describe all endorsed partners, including a description of your company, contact name, phone number and e-mail. This brochure is distributed at all member services officer's bank visits, meetings of membership, educational seminars and is mailed directly to senior bank officers and all associate members.

### **ENDORSED PARTNER SUGGESTED MARKETING PLAN**

The following program is the recommended marketing plan for the first year of endorsement for a new partner. Please note that this is a sample. The marketing plan may be tailored in order to meet the specific needs of a new partner. The program is designed to ensure that partners fully benefit from all the marketing opportunities available to them through their endorsement.

**Week 1** — New partner added to database, website and magazine listings. Company logo added to BSI ad in *Florida Banking Magazine*. Press release sent to member banks announcing new endorsement.

**Month 1** — Mass mailing to member banks announcing new endorsement, including letter from BSI CEO and Chairman. Partner is encouraged to include marketing materials.

**Month 2** — New endorsed partner is featured in two-page magazine spread in *Florida Banking Magazine*. Partner also featured on home page of FBA website.

**Month 6** — Second mailing sent to member banks with partner marketing materials.

**Upon Annual Release** — Partner included in the annual endorsed partner catalog, "Profitability Tools," as well as the FBA's "Financial Institutions Directory."

**Continuously** — Partner should provide BSI staff with target list of banks, request assistance in securing bank visits, including joint visits with BSI staff, and take advantage of exclusive sponsorship opportunities.

#### Annual Opportunities

- **Lobster Boil** — Bankers from across the state gather at the FBA headquarters in Tallahassee for a social gathering, including all-you-can-eat lobster. Endorsed Partners are encouraged to attend this relaxed, social event.
- **Board-Partner Retreat** — Partners and BSI Board Members meet for two days of interaction. During this time, Endorsed Partners participate in a roundtable discussion with the BSI Board, as well as one-on-one meetings with members to share ideas, concerns and successes. Registration to this event is provided free-of-charge and only endorsed partners are invited to attend.
- **FBA Annual Meeting** — A booth at the exhibit hall on "Endorsed Partners Row" as well as two complimentary registrations are provided to all Endorsed Partners, at the expense of BancServ, Inc. This event typically draws more than 300 bankers.

#### Additional Information

- Endorsed Partners are provided two mailings annually throughout the life of the contract.
- Articles for submission to *Florida Banking Magazine* are solicited on a rotating basis among Endorsed Partners. After the initial feature article, endorsed partners can expect to be featured once every 15-18 months.
- Endorsed Partners are encouraged to submit content for use in the FBA's bi-weekly electronic newsletter and/or a weekly e-mail from BSI staff.
- Endorsed Partners are the only vendors invited to FBA Leadership Events. These lunches or dinners held for public officials typically attract between 50 and 400 bankers.
- Every year, BSI distributes a rebate to all member banks that support our Endorsed Partners. The rebate amount is pro-rated based on use of endorsed vendor products and services. In 2014, more than \$80,000 was distributed to participating banks.

## ACKNOWLEDGEMENT OF BANCserv, INC. AGREEMENT TERMS

Should the BancServ Board of Directors choose to endorse \_\_\_\_\_,  
the company agrees to:

- Provide all products, services and solutions included in the endorsement at terms, prices and conditions more advantageous to Florida financial institutions than would be otherwise made available to the general public or in states without an endorsement;
- Make available to all FBA member institutions the products, services and solutions included in the endorsement;
- Disclose financials of our company to BSI on an annual basis;
- Not hold BancServ responsible for any quotas or minimum-volume requirements;
- Pay contractual minimums on-time in accordance with the contract selected by our company;
- Pay any additional revenue to BancServ that may be owed based on an agreed upon revenue share from each product/service/solution provided to a member bank (this fee will be applied against the contractually guaranteed minimums);
- Guarantee that any subcontractors used must be bound to the terms and conditions of the agreement between our company and BSI;
- Guarantee all officers and employees of BSI, FBA and our company will be comprehensively indemnified and held harmless for any claims arising out of — or in connection with — the agreements between our company and Florida financial institutions; and
- Complete a signed contract no later than 45 days following the BancServ Board's vote of approval or the endorsement becomes null and void and the company will be required to re-apply for endorsement.

BancServ, Inc. has a standard contract which will be provided to you in addition to this Toolkit. BancServ is pleased to offer two different contract lengths, each with their own annual payment structure. We ask that you consider both options below and select the one that best fits the desire of your company:

Two-Year BancServ Contract

Payment #1: \$20,000 (due upon execution of contract)

Payment #2: \$20,000 (due upon anniversary of contract execution date)

Three-Year BancServ Contract

Payment #1: \$17,500 (due upon execution of contract)

Payment #2: \$17,500 (due upon anniversary of contract execution date)

Payment #3: \$17,500 (due upon second anniversary of contract execution date)

Regardless of contract length selected, unless either party terminates the arrangement, all contracts become one year contracts at \$20,000 per year after the initial contract term.

Please sign a copy of this document and include in your proposal. Should you have any questions, comments or concerns about this document, please contact Jim Seay, Managing Director, BancServ, Inc. at 850-224-2265 or by email at [jseay@floridabankers.com](mailto:jseay@floridabankers.com).

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**BANC SERV**  
FLORIDA BANKERS ASSOCIATION

1001 Thomasville Road, Suite 201, P.O. Box 1360  
Tallahassee, Florida 32302-1360  
P: 850.224.2265 F: 850.224.2423 [www.floridabankers.com](http://www.floridabankers.com)

BancServ, Inc. was created by the Florida Bankers Association as an innovative approach to solve problems for financial institutions. By providing research, testing and offering products and services at a discounted price, BancServ, Inc. is saving Florida banks two incredibly important resources: time and money.

The extensive research and screening performed by BancServ before it contracts with a partner has allowed institutions of all sizes to become more efficient and effective.

BancServ is creating profitable conditions, solving problems and meeting needs with significant value for all financial institutions. For more information on these programs, please call Pamela Ricco, CEO of BancServ or Jim Seay, Managing Director at 850-224-2265.

#### BANC SERV, INC. STAFF



**Pamela Ricco**  
President and CEO  
BancServ, Inc.  
[PRicco@floridabankers.com](mailto:PRicco@floridabankers.com)



**Jim Seay**  
Managing Director  
BancServ, Inc.  
[JSeay@floridabankers.com](mailto:JSeay@floridabankers.com)