

P RIMAGENCY INC.



Faced with a tight credit market, and with increasing regulatory oversight, banks are faced with the challenges associated with maintaining and protecting valued customer relationships for business customers requesting credit. Customer relationships that include cash management and treasury services, private banking, wealth management, business demand deposits, and other non-credit services are at risk of flight to competing lenders that offer business credit in return for the overall customer relationship.

RELATIONSHIP BANKING

*"Focus on the Impact of Credit Turndowns on
Customer Relationships"*

Primagency's relationship banking product is an extension of the enterprise culture of regulated commercial banks. We work with valued business customers by delivering a professional, finance agency alternative to bank customers seeking credit solutions while maintaining the overall customer relationship. Banks can provide a one stop shopping approach for all customer requests, including credit, without risk to the balance sheet of the bank.

Primagency works with regulated banks and their loan calling officers by expanding the bank's relationship banking culture to include finance agency solutions designed to maintain and grow customer relationships. We integrate with your culture, procedures and staff training to provide customers with the credit they need, expand customer relationships, and drive additional fee income to the bank's bottom line - and strengthen your brand.

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