

NEW REBATE PROGRAM BRINGS BOTTOM LINE MORTGAGE BENEFITS

The ICBA Mortgage Solutions lending program, powered by LenderLiveSM, brings unique value to community banks and their customers thanks to low underwriting and administration fees that produce bottom line savings on every loan.

“With many investors charging \$600 and more in correspondent fees, banks can save several hundred dollars per loan sold under the program,” says LenderLive Senior Vice President Bob Kallio.

A new fee rebate program improves a bank’s bottom line even more. Annually, lenders receive a correspondent fees rebate. For delegated lenders, a \$200 fee on the first 20 loans sold is rebated upon receipt of the 20th loan (a \$4,000 rebate). Non-delegated lenders receive a \$450 fee/loan rebate once

their 10th loan is purchased—that’s \$4,500 right to the bottom line!

Lenders earn the rebate *every year* they do business in the program. “Contracting margins in mortgage originations mean lenders are looking for every opportunity to reduce costs. Coupling already low fees with the rebate helps to improve overall profitability,” stresses Kallio.

The program is also lauded by banks for its exceptional co-branded servicing option, which keeps the bank’s name in front of its customers across all correspondence and the phone system. This comprehensive co-branding option is available with no set up or administration fees and there is no cross-selling of financial products to any customer.

To contact an Account Executive or learn more about the ICBAMS program, visit www.icbams.com.

DELEGATED LOANS

\$200 rebate on first 20 loans
= **\$4,000 rebate**



NON-DELEGATED LOANS

\$450 rebate on first 10 loans
= **\$4,500 rebate**

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Solutions[®] Profitability

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NEVER SATISFIED

BACKGROUND: Headquartered in Watford City, North Dakota, \$1.8 billion in assets First International Bank & Trust has been an ICBA Reinsurance shareholder practically since the captive insurance company’s inception in 1999. **After doubling down on employee training in first and second quarters of 2014, the bank’s premium ballooned from \$182,000 to \$332,093, jumping nearly 82 percent.**

First International Bank & Trust Chief Retail Lending Officer Peter Stenehjem says that the bank has worked hard to create a culture where its employees are trained to ask the right questions and even more importantly, listen to the customer. “We’re a full service bank. Our staff needs to be able to confidently engage with the customer, hear their needs, and determine if a product or service might be of benefit. If it’s a good fit, hopefully we can make that transaction happen.”

SOLUTION: First International Bank & Trust has two corporate trainers on staff, but for in depth credit and disability insurance-related training, Stenehjem says the bank leverages the in-person and web-based training offered through ICBA Reinsurance and its partner Transamerica.

At least once a year, Transamerica Senior Trainer Leann Glenna visits the bank and trains new hires and offers a refresher for existing lenders. With locations in Arizona, Minnesota and North Dakota, First International Bank & Trust also has its staff attend quarterly webinars so that multiple branches can receive training at the

same time. The webinars, also conducted by Glenna, focus on everything from basic product knowledge to overcoming customer objections to achieving sales success through storytelling.

Stenehjem says that the powerful, real-life experiences that are shared through storytelling resonate with his employees and customers. He recalls that years ago, when he was training and going through the certification process to sell credit life insurance the bank’s Chief Credit Officer told him a story about a

To learn more about how the ICBA Reinsurance program can offer your community bank profits and protection call (888) 790-6625 or visit www.icbareinsurance.com.

customer in Harvey, North Dakota who had a death in the family and their credit insurance policy allowed the family to keep their car. “Stories like that stay with you,” he says.

Stenehjem adds that Transamerica has done a good job keeping the training concise and to the point by keeping things very bullet point, with some quick hitters.

RESULTS: First International Bank & Trust’s end-of-year numbers speak for themselves. The bank closed out 2014 with more than \$1.1 million in gross premium. Stenehjem says that from a senior management standpoint you can never be satisfied. “There are always areas for improvement. You’re never done training. You’re never done learning. Employee training will continue to be a big part of our culture.”



Peter Stenehjem, Chief Retail Lending Officer, First International Bank & Trust

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PRODUCT ANNOUNCEMENT

ICBA Bancard Endorses Visa Checkout: A Seamless, Secure Payment Option

The rise of ecommerce has ushered in a host of new payment methods, including some that bypass traditional credit and debit cards and affect community banks’ business and revenue.

Driving payment developments is a shift in consumer mindset with convenience reigning supreme. Today’s “omni-consumers,” are just as likely to make a purchase online as a brick-and-mortar establishment, requiring merchants to up their game to secure the sale.

Community banks too must answer consumers’ thirst for “anytime, anywhere” access and engage with customers on their terms. ICBA Bancard, a trusted community bank payment provider for 30 years, partnered with Visa for Visa Checkout – a digital payment service designed to drive cardholder engagement and card usage.

Visa Checkout can help community banks retain customers by:

- Offering cardholders a simple and secure solution for electronic payments—from a computer or a mobile device;
- Influencing spending behavior (94 percent of first cards added to Visa Checkout remain the preferred option); and
- Reinforcing community bank’s digital brand with the security of Visa.

Bancard’s Value-Ad

As part of this service, Visa has developed a co-branded option, available through ICBA Bancard. Free card art upload assistance is available for ICBA members who sign up for the service with ICBA Bancard.

To help promote usage and activation, Visa has also developed a number of customizable marketing assets including emails, banners, landing pages

and statement inserts. Visa Checkout participants also have access to research-based targeting and positioning strategies.

As ICBA Bancard works to enlist more issuers in the service, Visa continues to roll out television and social media spots promoting its service. In

the fourth quarter of 2014 Visa announced its Super Bowl XLIX Sweepstakes, offering customers who signed up for Visa Checkout by Jan. 4 a chance to win tickets to the big game. The promotion is part of a nationwide multi-million campaign.

To learn more about Visa checkout, including a short overview or to request more information visit www.icbabancard.org/visacheckout.



IN CHICAGO,
IF IT COUNTS, IT HAPPENS
AT THE DRAKE.

■ ■ ■

Meet us there in May.

REAL INSIGHT FOR BANKS.
VINING SPARKS at THE DRAKE
MAY 4-5, 2015

SAVE THE DATE.
viningsparks.com/realinsight



The ICBA Services Network is the holding company for the service subsidiaries of Independent Community Bankers of America®. Our mission is to enhance the franchise value of community banks by providing high-quality products and services that aggregate the buying-power of community banks nationwide.

PROMOTIONS & EVENTS

ICBA Community Banking LIVE®

WHEN: March 1-5, 2015

WHO CAN PARTICIPATE: Open to all community banks.

DESCRIPTION: Attending **ICBA Community Banking LIVE** in Orlando, Florida? Come by Booth #325 to learn how the ICBA Services Network can knock your profitability out of the park! Enjoy some popcorn and peanuts, pick up your baseball cap and on Monday, March 2 from noon until 3 p.m. (Eastern time) meet Ken Griffey Sr.!



America Saves Week

WHEN: Feb. 23 – 28, 2015

WHO CAN PARTICIPATE: Open to all community banks.

DESCRIPTION: **America Saves Week** is an annual opportunity for organizations to promote good savings behavior and a chance for your customers to assess their own saving status. New for 2015, America Saves is recognizing banks that go above and beyond to encourage people to save money during America Saves Week with the America Saves Designation of Excellence.

Visit www.americasavesweek.org to learn how your bank can join the effort.

KNOWLEDGE CENTER

WEBINAR: Collateral Underwriter

WHEN: Monday, Feb. 23 at 2 p.m. (Eastern time).

HOSTED BY: ICBA Mortgage & Fannie Mae

WHO CAN ATTEND: Open to all ICBA members.

DESCRIPTION: Fannie Mae has introduced Collateral Underwriter™ (CU™), a proprietary appraisal risk assessment application developed by Fannie Mae to support proactive management of appraisal quality. Effective on Jan. 26, Fannie Mae is providing a CU risk score, flags, and messages when lenders submit appraisals via the Uniform Collateral Data Portal (UCDP). Lenders may use the CU risk score to segment appraisals by risk profile, resulting in more efficient resource allocation, workflow management, and collateral risk management processes. This webinar is exclusively for ICBA members.

REGISTER: www.icbamortgage.com

WEBINAR: Earn CRA Credit by Preventing Elder Abuse

WHEN: Tuesday, Feb. 24 at 11 a.m. (Eastern time)

HOSTED BY: Senior Housing Crime Stoppers

WHO CAN ATTEND: Open to all ICBA Members

DESCRIPTION: The Senior Housing Crime Prevention Foundation provides the nationally acclaimed Senior Crimestoppers program to protect low-to-moderate income seniors. It is the only initiative, public or private, that is having a measurable impact against the epidemic of crime and abuse in America’s nursing homes, HUD communities and Veterans’ homes. Funding comes exclusively from the banking industry and serves as a way for your bank to earn valuable CRA loan, investment and service test credit while protecting society’s most vulnerable – our elderly.

REGISTER: <http://www.telspanvenue.com/AccountManager/RegEv.aspx?PIID=ED56D886804F>

WEBINAR: Get to Know Visa Checkout

WHEN: Tuesday, Feb. 24 at 11 a.m. (Eastern time) or
Wednesday, Feb. 25, 2015 at 2:00 pm (Eastern time)

WHO CAN ATTEND: Open to all ICBA members.

DESCRIPTION: Join ICBA Bancard to find out how your bank can participate in Visa Checkout to help your banks secure top of wallet status in online transactions.

REGISTER: www.icbabancard.org/visacheckout