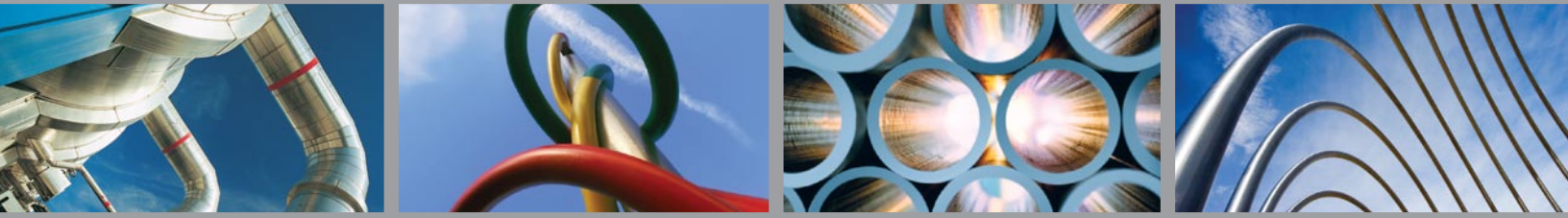


Prospector



The Only Resource You Need to Market to the U.S. Financial Industry

We've done the hard part for you—locating information on thousands of U.S. banks, credit unions and savings and loans—so you can concentrate on your marketing initiatives.

What is Accuity's Prospector?

Prospector is Accuity's perfect solution for direct marketing efforts. It is a CD-ROM-based search engine that contains the most comprehensive coverage of nearly all financial institutions within the United States and can be used to create prospect lists. Some of the key information included for each financial institution is:

- > Chairman/President
- > CEO/CFO
- > Cashier
- > Loan Officer
- > Marketing Officer
- > Operations Officer
- > Trust Officer
- > Core Capital/Assets
- > ROA/ROE
- > Total Loans
- > Real Estate Loans
- > Consumer Loans
- > Net Income
- > U.S. Treasury/Total Securities
- > Total Deposits

Why do I need Prospector?

Prospector is your ultimate resource for the most detailed and timely information you need to boost your sales and marketing activities. This application was designed for marketers who provide products and services to the U.S. financial industry.

As the Official Registrar of ABA Routing Numbers, Accuity has its finger on the pulse of the U.S. financial industry. We know about mergers, leadership changes, openings and other industry changes as soon as they happen—giving you an advantage over your competition.

What Prospector can do for you

With so many benefits and a simple interface, Prospector is one of the most user-friendly marketing research products available today. Even the least technically savvy person can easily navigate the application without time-consuming database training.

This single-user program allows you to segment information and generate multiple reports for the greatest efficiency. Once you've located the information you need, you can take advantage of the export wizard to forward your results into popular software applications such as Microsoft Excel and Access, for generating labels, reports and sales leads. With three years of financial results, you will be able to prioritize prospects in order to avoid wasting resources on unprofitable deals.

Have an Accuity representative show you how Prospector can give your sales and marketing efforts a boost

Key Features

- > Information for nearly every U.S. financial institution
- > Allows you to prioritize sales and marketing efforts
- > User friendly
- > Multiple report options
- > Reach decision makers directly
- > Updated quarterly

Prospector



Specifications

User Profile

- > Sales managers
- > Sales representatives
- > Marketing department
- > Telemarketing department

List Options

The file layout includes hundreds of options for bank, savings and loan and credit union information such as:

- > Addresses/fax and phone numbers
- > Holding company name
- > Branch information
- > Routing numbers
- > Number of employees
- > Institution type
- > Charter type
- > Complete officer details
- > CEO/CFO details
- > Data processing/loan officer information
- > President/chairman information
- > Total capital/assets
- > Asset growth for last 12 months
- > Total securities/total assets
- > Net income
- > Total loans
- > Total delinquent loans
- > Total deposits
- > Return on assets
- > Return on equity

For More Information

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