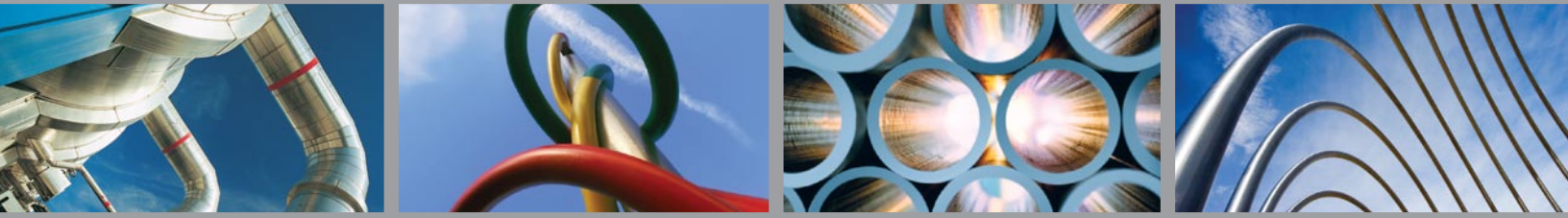


Trust Banking Datafile



The Definitive Straightforward Solution for Trust Banking Marketing Information

With the most extensive collection of trust banking information available, this datafile is an imperative marketing tool for the financial services community.

What is Accuity's Trust Banking Datafile?

This user-friendly file contains indispensable information on approximately 3,000 businesses to boost your marketing efforts, internal analysis and many other operations. With the Trust Banking Datafile by Accuity, you will be able to reach nearly every U.S. bank and trust company with investment discretion.

Why do I need Accuity's Trust Banking Datafile?

The Trust Banking Datafile helps you find the information you need quickly and easily. Conduct searches based on financial strength, applied investment instruments or collective investment funds. Find the types and numbers of fiduciary accounts each company offers to target the right firms. Listed below is some of the information that can be gathered by using Accuity's Trust Banking Datafile:

- > Trust Officer
- > Institutional Trust Officer
- > Employee Benefit Trust Officer
- > Collective Investment Funds Used
- > Total Assets
- > Manager Name
- > Investment Vehicles Used
- > Personal Trust Officer
- > Corporate Trust Officer
- > Agency and Personal Trust Assets
- > Number of Funds
- > Total Number of Accounts
- > Analyst Name

Once you have located your targeted institutions, you will find key decision makers by department such as operations, trust administration, marketing and employee benefits.

What Accuity's Trust Banking Datafile can do for you

The Trust Banking Datafile can be easily integrated into practically any existing software program including Excel and Word. In addition, this program can be linked to your existing database allowing for updates and maintenance as needed.

This is an ideal solution for targeted direct mail, sales and market research campaigns directed towards banks and investment companies. You are certain to get the most up-to-date trust banking information available as the Trust Banking Datafile is updated each December for a fresh new-year start.

The only trust banking information source that you need for your business endeavors

Key Features

- > Easy to integrate
 - > Includes department-specific contact information
 - > Ideal for marketing and sales campaigns
 - > Can be searched by multiple factors
 - > Annual updates
-

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Specifications

User Profile

- > Securities firms
- > Insurance companies
- > Trust companies
- > Industry vendors

Technical Specifications

- > **Format:** ASCII
- > **Media:** CD-ROM, E-mail, FTP pull, Diskette

For More Information

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