

Who is BancSource?

BancSource is an extension of the Massachusetts Bankers Association providing financial institutions with superior products and services through partnerships with the finest suppliers to the banking industry. Participation in the Harland Clarke BancSource Program channels a vital stream of support to the MBA.

By pooling together the collective purchasing power of community banks in twelve states, including Arizona, Idaho, Iowa, Massachusetts, Michigan, Nevada, North Carolina, Oregon, Tennessee, Utah, Virginia and Washington, BancSource maximizes the benefits available for participating banks.

BancSource is focused on meeting the needs of community and regional banks and is committed to offering better pricing and service, as well as quality guarantees that are critical to participating banks. At a glance, here is a summary of benefits afforded participating banks as a result of the MBA/BancSource endorsement partnership with Harland Clarke:

- Increased bank efficiency and profitability
- Personal and business check products and programs
- Card Services for your individual program
- Marketing Services
- Expert account management and support

Benefits Summary

Check Programs and Financial Forms

MBA/BancSource will provide a 58.625% rebate on all check product sales, and our current agreement provides for increases in the rebate percentage as the total pool of BancSource check sales grows.

Personal and Business Check Products – Harland Clarke offers a full selection of personal and business check products and programs that suit the needs of your customers while serving your functional and strategic needs. Beginning with a foundation of accuracy, security and quality, the check program builds with programs and services designed to increase fee income, check program profitability, and account holder satisfaction. Offering:

- Easy to use electronic tools that speed up branch processes
- Reporting tools that track program success
- Professionally designed collateral that drives sales
- Consumer check ordering programs that increase branch efficiency and revenue while offering your customers greater choice and convenience
- Complementary new account kits, employee check orders, and counter documents

Harland Clarke Business Referral Program – Improve your bank's small business customer experience, business check order volume revenue, efficiency and profitability by encouraging small business customers to contact a Harland Clarke business product specialist to order computer and specialty checks. You will receive rebates on business products ordered through Harland Clarke's business referral program.

Financial Forms Program – Harland Clarke can provide the financial forms you need to manage your business, including payroll or official checks, cash tickets, notices, statements, lobby forms, teller receipts, control documents, general ledgers, pre-inked stamps and more. *The current rebate for participants enrolled in the Forms program averages between 15% - 22%.*

Marketing Services

Harland Clarke Marketing Services is a full service, leading edge provider of marketing services focused on the financial services industry. Harland Clarke takes a strategic approach to all projects, performing due diligence to understand their clients' strategic goals, marketing objectives and project deliverables.

Harland Clarke is devoted to helping financial service providers create sustainable, measurable growth through the seamless delivery of comprehensive marketing solutions.

With a broad array of capabilities and intense financial services industry focus, Harland Clarke harnesses multiple channels to deliver innovative and measurable marketing solutions that generate growth, optimize efficiency and build long-term, satisfied relationships with your customers.

Strategy – Experts consult with you to formulate a road map for successful marketing strategies.

Analytics & Business Intelligence – Proven suite of analytical tools allows you to leverage existing account holder data to improve performance and ROI.

Creative – Your brand is your institution's promise, personality and position among your competition. Our award-winning campaigns generate excitement – and results.

Production – State-of-the-art capabilities support you to execute one-time mailings, year-round campaigns and anything in between.

Harland Clarke Marketing Services offers best-in-class solutions and capabilities that can be used separately or together to engage, grow and retain satisfied, loyal, long-term account holders. As a MBA/BancSource Coalition participant, you will receive a 5% discount on all marketing services.

Financial Forms Program – Harland Clarke can provide the financial forms you need to manage your business, including payroll or official checks, cash tickets, notices, statements, lobby forms, teller receipts, control documents, general ledgers, pre-inked stamps and more. The current rebate for participants enrolled in the Forms program averages between 15% - 22%.

Card Services

Card Design, Manufacturing and Personalization – Don't depend on a single provider. Harland Clarke will work with you to create your own customized debit and credit cards or you may choose from our vast selection of attractive stock designs. Experience how easy it can be to:

- Design a custom card with Harland Clarke's in-house design team at no additional cost – which makes your job easier
- Generate more revenue by offering distinctive cards that encourage customers to use them more frequently
- Order small quantities with quick turnaround and no inventory hassles when you select an attractive stock card customized with your logo
- Save money on small or large orders with free custom design work and quality cards that last

As a BancSource Coalition participant, you may receive up to 15% discounted pricing on card manufacturing and personalization services.

From payment solutions to marketing services, the Harland Clark MBA/BancSource Program has the tools to help banks succeed. To learn more, contact Randy Clark from Harland at randy.clark@harlandclarke.com or 603-635-2147 or Peter Blanchard from MBA at peterb@massbankers.org or 617-523-7595.