



FDIC 2008 Deposit Information Now Available!

In November of each year, the FDIC publishes branch level deposit information for the 12-month period ending June 30. You can obtain the five-year deposit history for all of your competitors with one phone call! This data is only released once a year, so this is the latest deposit history available!

The Competitive and Demographic profiles provided through the CBSC Bank Site Market Analysis Service serve as a very effective planning tool. “In addition to evaluating potential branch sites, we used the reports to support marketing strategies in our existing markets. It’s a great strategic planning tool,” said David Schroeder, president of American Enterprise Bank in Buffalo Grove.

Kent Siltman, president of Citizens First State Bank, Walnut, also used the service for strategic planning purposes. “This was an easy way to obtain a competitive analysis without spending hours sifting through the FDIC web site. What a time-saver!”

Effective January 31, 2009, CBSC will no longer offer its Market Analysis and Branch Planning Service, so if you would like more information, please contact Judy Wheaton at CBAI Headquarters via e-mail at judyw@cbai.com, or by calling her at 800/736-2224.