

# RFG Case Study: *Revenue Enhancement*

## *Financial Institution realizes revenue in excess of \$350K*

### Client:

A \$410 million savings bank serving a diverse market in the Northeast.

### Business Problem:

Economic uncertainty, coupled with margin pressure, led management to seek out opportunities to generate new sources of revenue to offset the decline in net income.

### Process:

RFG engaged with the client in a collaborative approach to identifying and quantifying opportunities to expand and accelerate growth in non-interest income. Our approach centered on developing a framework consistent with the bank's strategy, business model, corporate culture and customer profile, and bound by the local competitive environment.

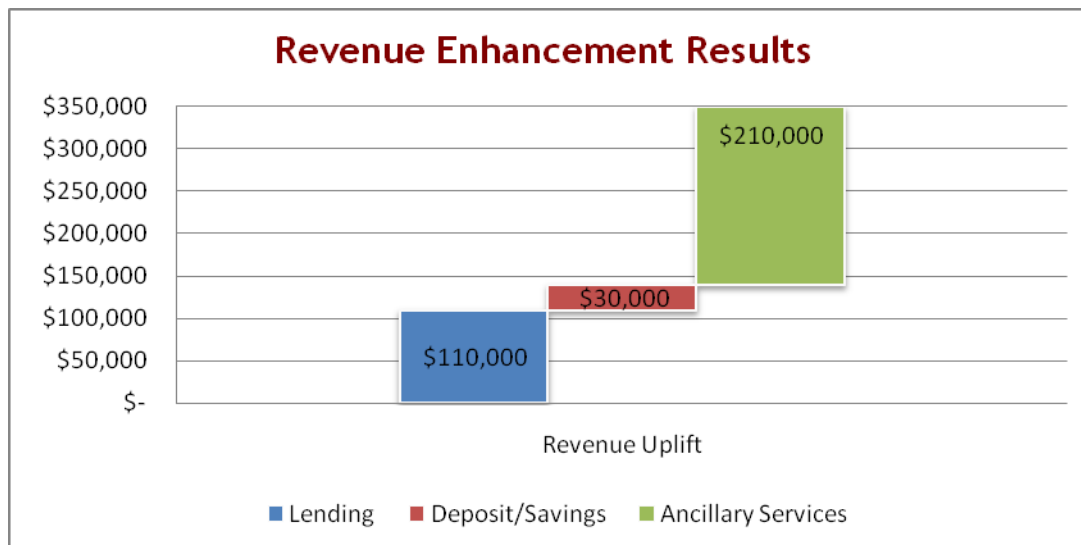
### Recommendations:

Within sixty days, RFG developed a business case that outlined thirty separate recommendations designed to drive top line revenue. The initiatives spanned all aspects of the bank's customer base, to include deposit base fee income, ancillary services and all lending activities – consumer, residential and commercial.

### Target Uplift:

RFG presented a comprehensive report to management which contained findings, quantified revenue uplift and implementation plans. Management adopted most all recommendations for implementation resulting in a first year's annual revenue uplift of \$350,000.

### Resulting Benefit:



### Mandate ...

Produce an ongoing methodology to generate near and longer term non-interest income.

### ... Achieved

- \$350,000 in measured revenue uplift
- Tracking mechanism to continue revenue enhancement initiatives
- Awareness among senior management to competitive markets and how to compete
- Better appreciation of loan fees and impact on product profitability and lending relationship