

Increase Your Safe Deposit Box Income

(Top 10 ways to increase profits & reduce expenses)

Improve Your System:

Many financial institutions have considered safe deposit as a loss leader for so long that it is difficult for them to view this service a profit center. Fortunately many institutions are now starting to realize that consumers are willing to pay more if they feel they are receiving something worthwhile. Your safe deposit area can quickly become profitable by following a few simple income generating, cost reducing and successfully tested marketing concepts. Consumers will pay a lot for a little peace of mind.

Dave McGuinn, a nationally recognized expert in the safe deposit area, will provide clear, concise recommendations to improve your bottom line and to satisfy these consumers. In addition, he will share many success stories about concepts that have enabled institutions nationwide to improve their profitability.

What You Will Learn:

Obtain answers to the following questions and establish your own internal procedures.

- ❑ **What is the most effective box pricing method?**
- ❑ **How to identify the ideal safe deposit box renter?**
- ❑ **What is the best way to survey your market area?**
- ❑ **What type of consumer needs a safe deposit box?**
- ❑ **What fees (*other than rent*) should a consumer pay?**
- ❑ **Why should you never give “free” boxes to anyone?**
- ❑ **Should you offer large storage lockers in your vault?**
- ❑ **What is the best way to rent boxes to non-depositors?**
- ❑ **What are the ten most effective ways to rent more boxes?**
- ❑ **How should you announce a box rate increase to renters?**
- ❑ ***Plus many other current and effective marketing ideas!***

Who Should Attend:

The cost savings and income generating information covered in this presentation will be of special interest and benefit to your marketing officers, branch managers, training directors and anyone in senior management who is responsible for your institution's annual bottom line profit.

Workshop Leader:

David P. McGuinn, President of Safe Deposit Specialists, is a former banker with over 45 years of safe deposit experience and is often referred to nationwide as the safe deposit GURU. In all 50 states he has trained over 350,000 safe deposit employees and managers and has served the industry as President of the American, Texas and Houston Safe Deposit Associations. Dave is a featured speaker for the American Bankers Association and National Association of Federal Credit Union TV networks and has been interviewed by the Wall Street Journal, Money Magazine, New York Magazine, Associated Press, National Public Radio (NPR), British Broadcasting Corp. (BBC), AARP, Bottom Line Financial, FDIC, CUNA, CNN, CBS, ABC, NBC Nightly News Inside Edition and Court TV on current safe deposit issues. McGuinn has created numerous video training programs and his Regulatory/Compliance Manual, Policy and Procedures Handbook and Disaster Recovery manuals are now the accepted standard for the industry. www.sdspec.com