



Town & Country Bank's flagship office in St. George, located in the heart of the financial district, reminds people of an inviting country inn.

Town & Country Bank

Where banking is a simple pleasure

A mere 8 1/2 years ago, “Best of State” Town & Country Bank of St. George didn’t exist. And when it opened its doors in February 2008, the new bank was promptly greeted with a slowing economy quickly reversing a boomtown expansion that had, between 2000 and 2006, made St. George what the U.S. Census Bureau designated as the fastest growing metro area in America.

And just a few months after opening, the global financial meltdown hit, leading to a crippling recession, a banking crisis and new regulatory obstacles that included slow growth restrictions for “de novo,” or startup, banks. It was a treacherous time for all banks.

Notwithstanding, Town & Country Bank, operating from a single retail office and having no economies of scale, has emerged as one of the top-performing banks in the nation, ranking in the top 2 percent to 5 percent of all U.S. banks in both return on assets and return on equity in every quarter of 2014 and 2015. What’s more, Town & Country’s innovative banking model has earned national recognition and has recently been adopted by several national banks.

Just what does Town & Country do that’s so different? What’s in their secret sauce? Why do they purport in their tagline that Town & Country is a place “where banking is a simple pleasure”? And why did a 2016

customer satisfaction survey show 97 percent of respondents “very satisfied” with their Town & Country Bank relationship?

Town & Country has three big things going for it: innovative concepts, a savvy revenue plan and an enviable corporate culture.

Perhaps its biggest innovation is what it calls “Concierge Banking.” Instead of using the standard retail banking model consisting of tellers and new account reps, Town & Country’s “concierge bankers” handle both teller and new-account functions along with many other customer service tasks. In-bank customers are seated with a concierge banker in a congenial, semi-private setting for virtually every non-credit transaction — no matter how mundane. Customers love it. And while other big banks are today recasting their branches in this very same manner, Town & Country introduced the concept more than eight years ago.

The bank’s exterior in St. George resembles an inviting country inn in the heart of the city’s busy financial district. The bank’s interior is a destination in itself. On a shoestring budget, and relying heavily on antiques and pre-owned, themed items purchased on eBay, the bank created a truly welcoming atmosphere and corresponding brand that is powerful. It embodies the values held by the majority of Utahns: tradition, patriotism and veneration. One

columnist in St. George’s *Spectrum* newspaper wrote, “In one harmonious whole, the (bank’s) great room ... feels like a sanctuary, an august drawing room with the soft play of patterns and ambient lighting. The walls discreetly display an heirloom tapestry and showcase a painting here and there, adding an elegantly self-effacing air.”

Customer service at Town & Country doesn’t stop with concierge

banking. Business customers can utilize the bank’s free courier that travels onsite to pick up the company’s non-currency deposits, provide notary service and deliver important documents.

Another innovative, customer-centric idea is a simple, but powerful, one. Even before a business customer establishes a relationship with Town

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Town & Country Bank Concierge Banker Shelley Duce serves a customer inside the bank’s offices in St. George.



Town & Country Bank CEO Bruce Jensen

& Country, the bank's entire executive management team will often visit the prospective customer onsite.

Prior to the bank's opening, organizers informally polled people in the community as to what their "dream bank" would look like. A large percentage of respondents said they'd like to see products or services they couldn't find at other banks. Town & Country came up with three such ideas and successfully implemented them.

Their first product? An ATM/debit card, called the Town Card, that doubles as a time-of-purchase discount card at hundreds of local restaurants, stores and even car washes. And during the past 8 1/2 years that the Town Card has been offered, many big banks have begun offering their own rewards programs for their cardholders. Once again, Town & Country was ahead of the curve.

The other two unique products or services include a homeowners' association lending program that allows homeowner groups to finance building improvements — something found at perhaps just one other bank

in the Intermountain region — and a Women's Banking Group. Town & Country recognized the large number of women entrepreneurs and business owners in its market and bundled together various banking services, events and workshops for that demographic.

Other differentiators? To name just a few more, Town & Country has a large advisory board in addition to its board of directors. It's a rather novel practice for a small, one-office community bank like Town & Country to establish such a group.

And then there's the music. Every Friday at noon, Town & Country Bank hosts its Free Friday Concert Series. For half an hour in the bank's great room in St. George, local performers with a wide range of musical talent entertain attendees.

The bank is well known for its fresh and clever print, radio and TV advertising, another clear differentiator. All of it is produced in-house, and most focuses on the bank's hallmark customer service, as opposed to interest rate enticements or gimmicks.

The bank also creates a well-crafted newsletter that is miles above the standard industry newsletter, and it gets posted smack dab on the front page

of its website. Earlier this year, the Web Marketing Association awarded to Town & Country "Best Online Newsletter" honors.

The bank was named as the Small Business Administration's Top SBA 7(a) Lender, Small Bank Category. Town & Country's northern Utah loan production office in Sandy played a big part in achieving that distinction.

In addition to its innovative concepts and its profitable loan origination activity, Town & Country has a corporate culture that's enviable. There is something very special about working at Town & Country. Most small banks are inherently tight-knit, but Town & Country combines camaraderie, fun and professionalism in a remarkable way. Along with high ethics, three attributes are required of all employees: self-discipline, entrepreneurship and creativity.

Town & Country is imaginative in the ways it instills corporate pride, a sense of belonging and employee loyalty. At 8:55 a.m. each day, the 1973 Canned Heat rock song "Let's Work Together" blares through the halls, reinvigorating team members and renewing corporate expectations. Team members are celebrated in most editions of the bank's newsletter.

Periodic e-mail contests centering on bank history or employee trivia are randomly sent to team members, with gift certificates being awarded to winners.

Not only did Town & Country Bank win the "Best of State" award for banking this year, they topped all 37 Best of State medalists in the broad Business Services category to snag the "Best of State Statue" award. CEO Bruce Jensen was a 2015 *Utah Business* "CEO of the Year," the Western Bankers Association's 2015 "Community Banker of the Year" and the Independent Bankers of America's 2015 "Community Banker of the Year, Western Region."

And so, from out of nowhere, a small but ambitious bank was born. A bank that didn't let hard economic times or doubting naysayers stand in its path. Town & Country Bank is going places. The brand will eventually travel to, and undoubtedly succeed in, other Utah markets — if not beyond. It understands how to serve customers. It knows how to attract and retain talented staff. And it knows how to make money. It's "where banking is a simple pleasure."

Obviously Town & Country Bank is doing things very, very well.

We earned this because of you.



You mean everything to us!

Not only were we named Best of State in banking, we topped all 37 Best of State Business Services award winners in receiving the overall Best of State Statue.

Thanks for allowing us to serve you. You bring out the best in us!



Town & Country
BANK

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St. George | Sandy (Loan Production Office) | (435) 673-1150 | tcbankutah.com