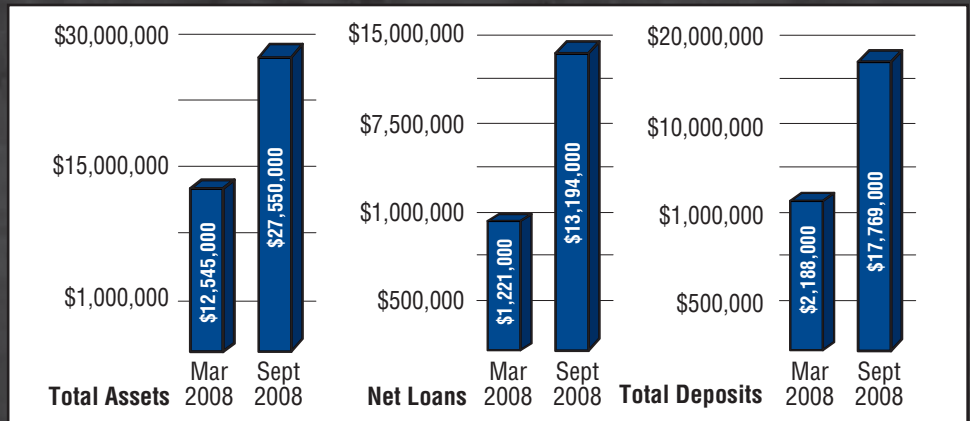


“We are one of the few banks that have liquidity, and one of those that haven’t had to rein in on lending because of the financial crisis.”

*Bruce T. Jensen
President & CEO
Town & Country Bank*



Concierge-Style Banking



What would a dream bank look like? That’s the question Town & Country Bank President and CEO Bruce Jensen and his partners asked themselves and community members long before opening the doors to this unique bank in February 2008 in St. George, Utah.

Many of those responding said they disliked the pain of standing in lines to wait for a teller, an automated telephone system without a friendly live person at the other end and seeing new faces every time they walked into the bank.

“The management team here has been in banking a long time, and this is our swan song,” Jensen says. “We’ve all seen what has and hasn’t worked in banks. We decided that we would push the envelope to get a higher level of service. We really wanted to create tangible differences.”

So, they started thinking like retailers, not bankers. They began designing their bank to deliver products and service uniquely, without adding more risk to a traditional bank perimeter.

First, the ambience inside the bank had to be first-class with a sense of style, tranquility and comfort. An English country inn setting became the theme. Oil paintings on the walls, fireplaces to warm

the spirits and a teller-less lobby created atmosphere not seen in many banks.

The teller-less lobby is filled with bankers at their desks. Town & Country dubbed its atmosphere and new way of banking as Concierge Banking and coined the motto, “Where banking is a simple pleasure.”

The bankers have their own money drawers and the professionalism and knowledge to help consult and personalize each client’s banking experience. Customers can sit down and do their business, such as cash checks or open an account, from the comfort of an upholstered chair. Handwritten notes from the concierge bankers are given to each customer with the bank’s phone numbers and the banker’s cell phone number. The customer can always get through to the bank.

“That’s how we take retail banking to the next level,” Jensen adds.

The bank also established a special debit card called the Town Card – after Town & Country Bank – which gives customers immediate cash discounts at more than 200 restaurants, stores and businesses in the St. George area.

St. George was listed as the No. 1 growing metro area from 2000 to 2006. The town has seen tremendous growth with population and commercial enterprises.

“We were extremely lucky when we opened in February after the subprime

Town & Country Bank officers include (left to right) P. West Martin, Executive Vice President & Chief Lending Officer; Bruce T. Jensen, President & CEO; and Brad L. Hales, Executive Vice President & Chief Financial Officer.

Town & Country Bank Business Development Officer Wendy Holt, middle photo, watches as Josh Bevans, Chief Technology Officer at Design to Print/Steamroller, prepares to copy a large document.

Town & Country Bank Business Development Officer Shannon Walker, bottom from right, looks over a menu at Pirate Island Pizza with bank clients Jim Mayoros, eatery Owner and Derek Schweitzer, restaurant General Manager.



meltdown manifested itself. The timing was very helpful for us. We are one of the few banks that have liquidity, and one of those that haven't had to rein in on lending because of the financial crisis."

One of the added perks that people see instantly is the extent to which the bank employees help. For instance, if it is raining, bank staff walks the customers out with umbrellas in hand. The bank also offers an entire line of merchandise inside its "bank store" with a private-label soft drink and other merchandise branding the bank's name. The bank also puts out a monthly newsletter to its business and personal-banking customers.

"The experiences I have had banking with Town & Country Bank prove to me that this bank gets to know their clientele and provides the kind of individual service needed to help businesses succeed," said Richard Preston of Preston Office Supply in St. George.

Consistency is important to Town & Country Bank, so Jensen hired people established in the community.

"Some didn't have deep banking experience, but they are customer-service oriented," Jensen said. We can train concierge banking, but customer service is something we were looking for in everyone we hired."

All this extra service, top-notch advertisements and word-of-mouth praise have helped the bank triple in size from about \$10 million in assets at opening to more than \$31 million in late 2008.

"Town & Country has been able to anticipate our requirements, offer helpful support and have service in place when we need it," says Rick Rosenberg, President of engineering firm Rosenberg Associates.

Growth in deposits and loans has far exceeded the management team's projections, and in the near future, the bank's managers will be looking for profitability and expansion.

Jensen also reports the bank's success wouldn't have come so easily without service and products received from Pacific Coast Bankers' Bank.

"When we asked PCBB relationship managers Robert Mewes and Paul Williams for ideas, we hit pay dirt," Jensen says. "They introduced us to an ATM/debit card giving bank customers purchase discounts from the bank's business clients. We adapted that idea to create our 'Town Card' and it's now the largest discount program in Southern Utah."

Working behind the scenes, PCBB started helping Town & Country Bank when it was in organization.

"PCBB was a key catalyst for our concierge-banking approach that essentially offers private banking for everyone," explains Jensen. "PCBB also helped us set up our popular remote capture product."

The community bank continues to use many of PCBB's products including settlement, foreign-exchange and federal-funds programs.

