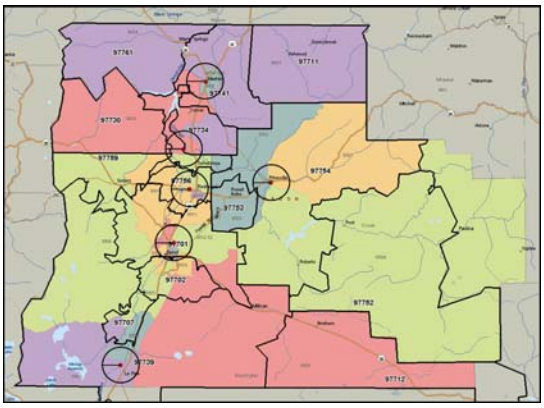
Market Assessment

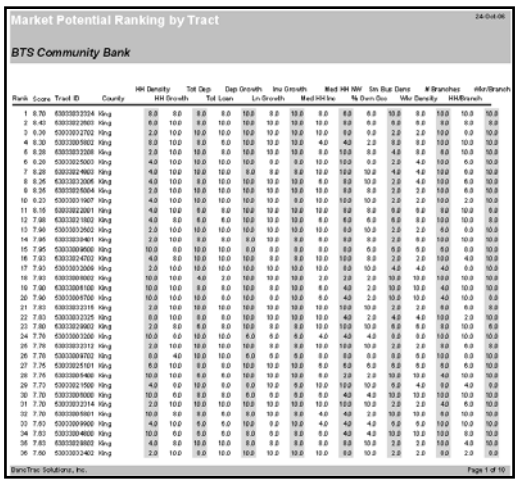
A successful branch expansion program requires an understanding of which communities fit best with your branch deployment strategies. **BancTRAC Market Assessment** identifies the geographic areas that are most attractive for branch expansion through an objective evaluation of market area demographics, competitor and financial information.

Turn Market Information into Business Intelligence

BancTrac Market Assessment incorporates the power of GIS to provide you with a comprehensive handbook packed with insight to support actions that will make your branch network more successful.



An in-depth understanding of market demographics, prospects and competitors – both **who** and **where** they are – will enable you to act with increased assurance and effectiveness to site the next branch optimally or develop new strategies for penetrating current markets.


Market Potential Ranking by Tract

BTS Community Bank

Identify the location of the most promising sources of new revenue **before** you make the **costly decision** to enter a new market. **BancTrac Market Assessment** will show you the loan and deposit product potential **"hot spots"** so you'll know exactly where to focus your efforts.

We can even provide targeted business and consumer prospect lists to get your market expansion campaign off to a quick start!

Understand Your Markets Like Never Before

For more information, email us at
info@banctracsolutions.com or call 508-359-9606 x11

BancTrac SOLUTIONS