



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.

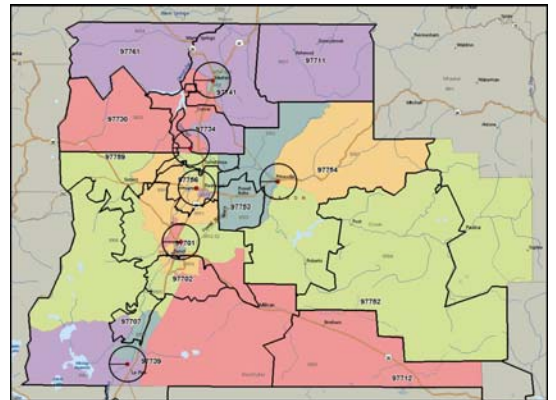
Turn Market Information into Business Intelligence

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.

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!



Market Potential Ranking by Tract

BTS Community Bank

Rank	Score	Tract ID	County	HH Density	Pop Density	Pop Growth	HH Growth	Med HH Inc	Un. Dis. Dens	Un. Dis. Dens	Un. Dis. Dens	Un. Dis. Dens	Un. Dis. Dens	Un. Dis. Dens	Un. Dis. Dens
1	6.70	5303023254	Wyo	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0
2	6.40	5303023260	Wyo	8.0	10.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
3	6.20	5303023270	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
4	6.20	5303023282	Wyo	8.0	10.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
5	6.20	5303023298	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
6	6.20	5303023300	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
7	6.20	5303023400	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
8	6.20	5303023508	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
9	6.20	5303023504	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
10	6.20	5303023607	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
11	6.10	5303023601	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
12	7.00	5303023602	Wyo	4.0	8.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
13	7.00	5303023603	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
14	7.00	5303023604	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
15	7.00	5303023605	Wyo	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
16	7.00	5303023606	Wyo	4.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
17	7.00	5303023608	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
18	7.00	5303023609	Wyo	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
19	7.00	5303023610	Wyo	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
20	7.00	5303023611	Wyo	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
21	7.00	5303023612	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
22	7.00	5303023613	Wyo	8.0	10.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
23	7.00	5303023614	Wyo	2.0	8.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
24	7.00	5303023615	Wyo	10.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
25	7.00	5303023616	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
26	7.00	5303023617	Wyo	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
27	7.00	5303023618	Wyo	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
28	7.00	5303023619	Wyo	10.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
29	7.00	5303023620	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
30	7.00	5303023621	Wyo	10.0	8.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
31	7.00	5303023622	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
32	7.00	5303023623	Wyo	10.0	8.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
33	7.00	5303023624	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
34	7.00	5303023625	Wyo	10.0	8.0	8.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
35	7.00	5303023626	Wyo	4.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0
36	7.00	5303023627	Wyo	2.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0

Market Assessment



Understand Your Markets Like Never Before

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

