

# What Are You Going To Do With This One-time Opportunity To Turn Your New PPP Customers Into Regular Bank Customers?



## USE IT OR LOSE IT



Soon the PPP loans and forgiveness will have run their course. Subsequently, the new bank customers are likely not to remain customers unless you do something to mine the ones that can generate new loan assets, DDAs, deposits, or other bank products.

If not, well, all the expended effort will have been just goodwill and a one-time fee income. But how do you convert the ones that can make a difference into ongoing bank customers? There are too many to reach with your limited time and resources effectively. RAS can identify those that matter, do it rapidly and inexpensively.

## WHAT?



- ▶ RAS will analyze the list of PPP loans made to your existing and new customers.
- ▶ RAS will compare and contrast these pools of customers for your preferences in risk, industry types, etc....
- ▶ RAS will develop strategies to prioritize the calling efforts of your lenders on the new customers for cross-selling purposes (deposits, C&I loans, and other bank products).
- ▶ RAS will meet with your team via video call to quickly develop the project in short order.

## HOW?



- ▶ RAS will review the bank's data set of both pools of PPP loan customers (existing customers and new customers)
- ▶ RAS will utilize the most trusted business credit scoring to analyze the credit risk characteristics (probability of default) of both pools.
- ▶ RAS will present findings to the Bank
- ▶ RAS will work with the Bank to determine the number of new prospects who can reasonably be contacted by their lenders over a specified time period.

Contact Rinaldi Advisory Services to Learn More!