

Article Reprint

Reprinted with permission from the June 2002 issue of "Deposit Growth Strategies"

"Attracting Commercial Deposits, Escrow Accounts Can Be A Good Source Of Lower-Cost Deposits"

Recently, Eagle Bank (\$260 million, Bethesda, Maryland) has focused on growing its "Escrow Manager Account."

"We clearly identify it as a defining product for the bank," says Deb Kahley, Marketing Director. "It is a product that not every bank offers."

The bank currently has over \$3.2 million in 28 escrow accounts and Kahley notes that her goal is to increase that number dramatically.

Popular in legal community!

The bank offers the escrow accounts to professionals in its community, including lawyers, title companies, Realtors and landlords. Kahley says that the accounts have been especially popular in the legal community.

Kahley says that the Escrow Manager Account allows companies that have to manage a large number of escrow accounts to do so in a more, streamlined and cost-effective fashion.

The bank does the tracking work for the client by routing the money to the designated sub-account and then producing individual statements. Each sub-account is insured up to \$100,000 by the FDIC.

Good source of low-cost funds!

The bank benefits because the escrow account is a source of low-cost deposits. The money in escrow is paid a rate that allows the bank to achieve a reasonable margin once those funds are invested.

"In a time where it is so hard to achieve good margins, it's wonderful when you can get deposits at a reasonable cost," she says.

"The time involved for the bank to provide this service, some of which is manual, is more than offset by the value of the inexpensive deposits."

The bank's regional managers and commercial loan officers help sell the escrow account. The bank also promotes the account through limited print advertising, such as ads in trade, publications for attorneys, Realtors and landlords.

Source: Deb Kahley, Marketing Director, EagleBank, Bethesda, MD
phone (301)986-1800;
email dkahley@eaglebankmd.com

To subscribe to
Deposit Growth Strategies,
please contact:

Siefer Consultants
525 Cayuga Street
Storm Lake, IA 50588
712-732-7340
info@siefer.com

Decisions on how to increase the profitability of your escrow business need not be difficult. With over a decade of experience in delivering simple, efficient and economical escrow accounting solutions, we have enabled North American organizations of all sizes and complexities to benefit from improved workplace efficiencies, faster account processing and accurate customer reporting.

To learn how Escrow Manager can improve the profitability and efficiency of your escrow business, call **631-265-8305** or visit us at www.escrowmanager.com.



872 Jericho Turnpike, St. James, New York 11780
Phone: 631.265.8305/877.674.6312 Fax: 631.265.8307
www.escrowmanager.com