

Deepen **Business Relationships** • Generate **Additional Revenue**

Capture a Leadership Position Within the Business Community

FOR BUSINESS ACCOUNT HOLDERS



Re\$ubmitIt[®]

*Electronic Collection of
Returned Deposit Items*



Programs for Improving Your Bottom Line

Re\$ubmitIt[®]

**Electronic Collection
of Returned Deposit
Items**

Commercial account holders can **double collections from returned deposit items** with this **FREE** service.

Re\$ubmitIt[®] directly supports small-businesses' financial well-being and demonstrates your institution's desire to offer solutions, not just financial products and transactions.

Now you can service business customers like never before, while immediately increasing their profitability—and yours.

Real problem. Real solution.

Millions of bad checks are presented for payment to businesses each year. Typically, financial institutions send these returned items back to the businesses for collection; however, *only about 40% of the funds are recovered using traditional collection methods.*



By providing **Re\$ubmitIt[®]** to commercial account holders, your institution offers **a real solution** to this real problem. The service utilizes electronic check re-presentation technology to **alleviate the collections burden** while **dramatically improving collection success.**



With **Re\$ubmitIt[®]**, your commercial account holders can **double collections from returned deposit items**, including checks, ACH check conversions and ACH originations.



In addition, **your institution increases income** through a revenue-sharing agreement with BSG Financial.

By offering Re\$ubmitIt[®] to commercial account holders, your institution will:

- **Deepen small-business relationships**
- **Generate fee-based revenue**
- **Differentiate itself in the marketplace**
- **Acquire new customers**

How it works.

Re\$ubmitIt[®] is a new, better solution for the collection of returned deposit items, with **proven success in capturing 100% of the face value of all items collected electronically.**

After a returned deposit item is debited to a business account, your institution no longer returns it to the business for collection. Instead, you send it to Re\$ubmitIt[®] where it is re-presented electronically to the check writer's account—*up to two additional times*. As a result of multiple submissions and strategic timing, more items are collected, with less work for your account holders.

Typically, **70–75% of all NSF items processed through the Re\$ubmitIt[®] program are collected in full.** To further increase success, we also offer **FREE secondary collections** for those checks that go uncollected after the maximum number of electronic re-submissions.

Designed for financial institutions.

With the advent and quick growth of electronic re-presentment technology, competition is heating up among service providers—many new to the game and unfamiliar with the unique concerns of financial institutions. Re\$ubmittl[®] is the first program of its kind to be offered to businesses through banking channels. The program reflects BSG Financial's extensive experience in delivering profitable and compliant solutions to financial institutions, as evidenced by its **strict adherence to NACHA guidelines; simple and quick implementation; rare ability to process both Consumer-to-Business and Business-to-Business items; and multi-factor authentication** (see box below).

Implementation of Re\$ubmittl[®] is simple. Focusing on communication to customers, a BSG Financial project manager leads your institution through specific steps, all with a minimal impact on Deposit Operations. The entire process requires only a handful of telephone meetings. This focused and fast procedure allows your institution and business customers to quickly take advantage of Re\$ubmittl's benefits.

Over 100,000 businesses are enrolled in the Re\$ubmittl[®] program, allowing them to concentrate on profit-making opportunities rather than collections.

And, with our comprehensive Web-based reporting system, your account holders view check images, obtain status reports that include detailed information for each check, track payments, and measure results.

A 'Must-Have': Multi-Factor Authentication

Re\$ubmittl's Online Reporting Site is security-enhanced by Multi-Factor Authentication (MFA), the industry's highest standard for protecting non-public customer data against unauthorized access.

By arming Re\$ubmittl in this way, BSG Financial has led the way in making MFA the requisite level of security for all RCK programs.

A good fit.

Re\$ubmittl[®] is a turnkey solution to returned item collection for you and your business account holder—

Business Account Holder:

- Pays nothing—no set-up fee; no equipment to buy; can cancel any time.
- Spends less time on collections, more on customers.
- Significantly increases collections, with no effort.
- Can start immediately—instructions and notification materials provided.

Financial Institution:

- Incurs minimal marketing costs—BSG Financial assists institution with introducing the program to business accounts.
- Increases income through revenue-sharing agreement with BSG Financial.
- Decreases administrative costs and hassle of processing bad checks.
- Becomes a market leader and is viewed as a valuable business resource.

Check Collection Success

Businesses can recover funds from **70–75% of NSF items processed** through the Re\$ubmittl[®] program—significantly improving collection success.



Success Stories

BSG Financial's strength in developing and delivering proven, profit-enhancing solutions is evidenced by consistent positive feedback from our partners, our financial institution clients and *their* customers. **Here's what some of them have to say about Re\$ubmittl®:**

First State Bank Russellville, AR

Ragena Moore
senior vice president
of operations

*I would, and have, recommended BSG Financial and Re\$ubmittl to others, because the program exceeds every one of our needs... and I love how the company does business. Since we implemented Re\$ubmittl... **its collection rate is above 75 percent.** It is a great addition to our product suite for business customers.*

Massachusetts Bankers Association

Peter Blanchard
vice president of
member services

*After careful due diligence, we are confident that endorsing Re\$ubmittl will be a **distinct benefit to our members** as well as their business account holders.*



Institutions that do not provide this valuable service risk losing market share and additional revenues to non-financial entities (independent electronic check processors) that are increasingly offering account holders deposit services.

Valley Bank Roanoke, VA

Connie Stanley
senior vice president &
chief of retail banking

*Once we learned about BSG Financial's Re\$ubmittl, **we knew our bank needed to offer this free service to customers** and educate prospective account holders on [the benefits of] electronic check recovery.*

Sedalia School District* Sedalia, MO

Kristie McNelly
administrative
assistant

*The use of **Re\$ubmittl has saved my office a great deal of time** previously spent re-billing returned checks. All I do now is check the Re\$ubmittl web site to see how many checks are being re-submitted and when I can expect my payment. **It's effortless** and has helped recover more funds from these checks than we were able to on our own.*

** Sedalia School District is a Re\$ubmittl customer served by Third National Bank (part of the Central Banccompany holding company with \$7+ billion in assets).*

About BSG Financial

BSG Financial LLC, based in Louisville, Kentucky, is a proven leader in the development of profit-enhancing programs for the financial industry. The company has built a solid reputation for developing a number of innovative programs that work in conjunction with one another to improve a financial institution's bottom line. The company's clients range in size from \$100 million to over \$35 billion in assets.



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