



# GENERAL BULLETIN

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## SENT TO:

2010 – 66

April 16, 2010

TO THE CHIEF EXECUTIVE OFFICER  
OR INDIVIDUAL ADDRESSED

CEO, CEO+, CFO, COO  
CRO, Marketing

RE: Overdraft Privilege<sup>SM</sup>

Strunk & Associates' Overdraft Privilege<sup>SM</sup> allows financial institutions to offer a discretionary overdraft protection program that will enhance customer satisfaction and loyalty while providing risk mitigation advantages and increased income to the bank. Developed by experts and specialists in the financial consulting arena, Overdraft Privilege incorporates best practice standards to provide a turn-key product recognized for its convenience and customer friendly approach to overdraft protection.

There is no need for a customer to sign up for Overdraft Privilege, enabling the service's benefits to be extended to a greater percentage of the financial institution's checking account customer base. Nearly 2,000 financial institutions throughout the United States are experiencing improved performance in the management of their overdraft line of business and strengthened ability to attract, retain and grow profitable account relationships.

### **PROGRAM FEATURES:**

- Program documentation and implementation plan
- On-site training for financial institution's staff
- System automation and system testing
- Regulatory compliance and best practice procedures
- Collection and risk management processes
- Post-implementation support

### **FINANCIAL INSTITUTION BENEFITS:**

- Strengthens the bank's service portfolio: improves account relations and customer loyalty
- Serves as a means to educate account holders and cross-sell other financial products
- Reduces item-processing expenses
- Attracts new account holders
- Achieves results without raising prices or cutting or adding staff

### **CUSTOMER BENEFITS:**

- Provides account holders with flexibility and convenience in how they manage their funds
- Provides account holders with access to a discretionary service traditionally reserved for high net-worth customers

If you would like to receive information about the Technology Consulting, Process Improvement and Deposit Score Overdraft Management System endorsed by the CBA, please contact the CBA office or reply to this email. Should you have any questions regarding the CBA Endorsement Program, please don't hesitate to contact me.

Sincerely,

COLLEEN E. CLANCY  
Vice President