

WEALTH FOR COMMUNITY BANKS



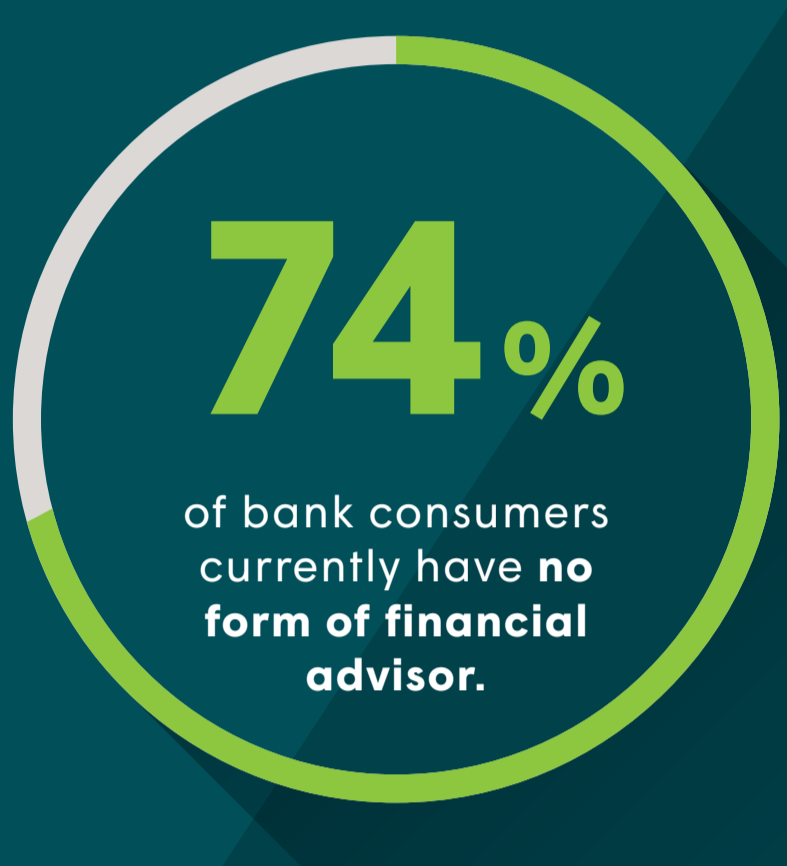
AS A COMMUNITY BANK THIS IS YOUR SWEET SPOT

As a community bank, your growth potential in the wealth space is like no other. **WHY?**

CONSUMERS INCREASINGLY WANT:

- Products that are **easy to understand** and **use**.
- More help** in achieving their financial goals.

THE OPPORTUNITY IS HUGE – CAPITALIZE ON IT



YOU ALREADY HAVE WHAT IT TAKES

Your **structure**, **distribution** and **unique product suites** foster a collaborative, tailored approach that makes every client feel important and secure.

You just need to capitalize on it.



USE YOUR ADVANTAGES TO PURSUE TWO BIG OPPORTUNITIES:

CUSTOMERS WHO WANT HELP WITH LIFE EVENTS

6 out of 10 consumers foresee a financially impactful life event in the next 36 months. **Yet 19% have not decided** who to turn to for help.



THE UNDERREPRESENTED "NEXT GENERATION" OF WEALTH

66% of children **fire** their parents' financial advisor. Not surprising, since **only 20%** of advisors are targeting family members of their clients.



MAKE SURE YOU'RE THERE FOR THEM – THROUGHOUT THEIR LIFETIMES

Consumers want a **holistic view** of their financials aligned with their goals.

The next generation of wealth – and wealth managers – **crave** knowledge, digital engagement, a simple and efficient experience, and personalized attention.



YOUR NEXT STEP: TALK WITH US

It's time to carefully review your technology options to help you foster top-line growth, asset growth and expand your customer base.

FIS CAN HELP YOU

STRENGTHEN YOUR COMPETITIVE ADVANTAGE by enhancing the client experience and utilizing your distribution and service capabilities to their fullest potential.

KEEP YOUR DISTRIBUTION CHANNELS HEALTHY and growing through integrated solutions and models that enable the delivery of the personalized services your customers desire across their lifetimes.

IMPROVE MARGINS AND EFFICIENCIES with a wide range of software tools, end-to-end solutions, wealth outsourcing and managed services options to meet your specific needs.



GET STARTED TODAY

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