



# The Profit Plan

Four Proven Strategies to Increase Your Profits Using ProfitMagnifier!



**PROFITMAGNIFIER™**  
MAGNIFY YOUR PROFIT!

## The Problem...or an Opportunity?

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As a financial institution executive, you have a lot on your plate. Your margins are thin, your costs are going up, and these are just your obvious problems!

ProfitMagnifier gives you solutions to your problems so you can generate more profits with less effort than you thought possible!

## What is ProfitMagnifier?

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ProfitMagnifier is a Web-enabled profitability executive dashboard, a business development tool for branch managers, a portfolio management tool for loan officers, and a database-marketing tool for marketers.

## What makes ProfitMagnifier unique?

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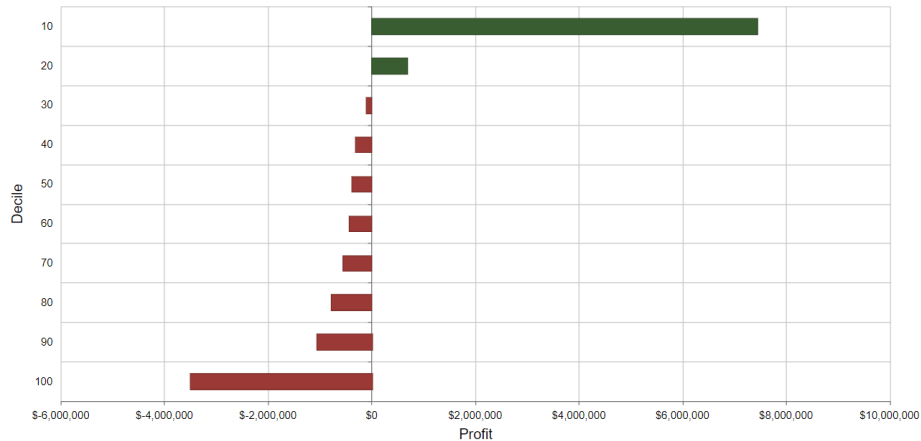
ProfitMagnifier is easy to:

- Use
- Install
- Maintain
- Distribute
- Integrate
- Afford

### Strategy #1 – Retain and deepen your relationships with your most profitable account holders.

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Typically, only 20-30% of your account holders are generating all of your profits. The remaining 70-80% of the account holders are a drain on your resources.



ProfitMagnifier can help you retain your profitable account holders, and can help you increase the revenue from them!

### Strategy #2 – Add more account holders who look like your most profitable account holders.

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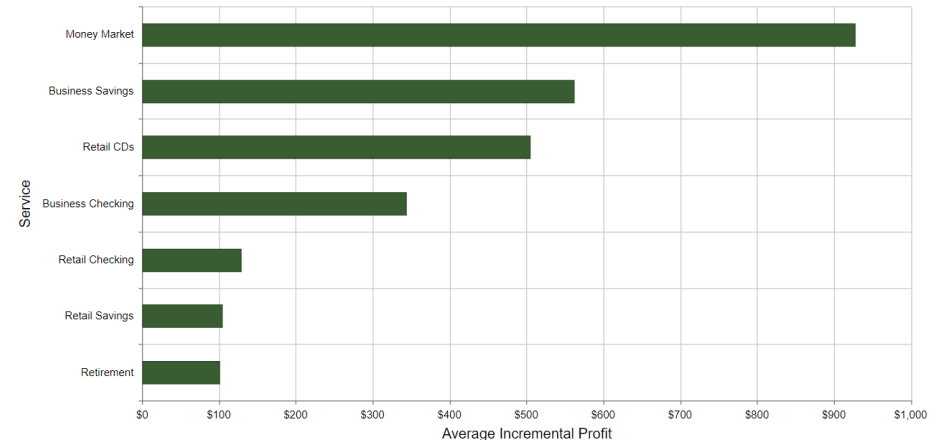
Once you know who your most profitable account holders are, wouldn't you like to have more of them?

ProfitMagnifier can help you do this by "profiling" your most profitable account holders using demographic data and using these profiles to find other account holders who look like these profitable account holders!

### Strategy #3 – Determine your most profitable products.

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You cannot have profitable account holders unless they are using your products in a profitable manner.



With ProfitMagnifier, it's easy to see how profitable your products are!

### Strategy #4 – Cross sell your least profitable account holders your most profitable products so they become more profitable.

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Most of your account holders are not profitable – yet!

ProfitMagnifier can help you cross sell your least profitable account holders your most profitable products so they become more profitable!

## Testimonials

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“ProfitMagnifier has been a game changer for us!”

“When we got our first look at our top 100 most profitable account holders it was like Christmas! Profit Resources has made a very important yet very complex process very simple for us.”

“ProfitMagnifier is a must-have for any lender who wants to get premium pricing on their loans!”

“ProfitMagnifier made everything easy for us!”

“ProfitMagnifier helps you price your loans profitability and competitively. Don’t price a loan without it!”

“ProfitMagnifier is such an advanced profit engine!”

“It’s really critical that we know how profitable our pricing decisions are, and ProfitPricing is instrumental in helping us make these decisions.”

“We continue to be very pleased with ProfitMagnifier. It’s proven to be a highly valuable resource in tracking branch profitability.”

“Our branch managers use ProfitMagnifier to conduct their own marketing campaigns to deepen their relationships with their account holders.

“Profit Resources provides the single source of truth for [our] profitability!”

“ProfitMagnifier is a key to our business intelligence!”

“If you are looking for a completely integrated profitability and marketing solution, then look no further than ProfitMagnifier!”

## The Next Steps

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We would like to set up a 90-minute meeting with you to discuss your needs and to craft a custom Profit Plan for you using ProfitMagnifier.

**We are so confident that ProfitMagnifier can magnify your profit that we propose to build a demonstration system of ProfitMagnifier using your financial institution’s data at no cost to you!**



Please contact us so we can set up this introductory meeting for you. In the meeting we will show you how to build your Profit Plan so you can make your plan a reality!

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**PROFIT RESOURCES**  
MAGNIFY YOUR PROFIT!

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