North Carolina Local Government Investment Association Conference

Banking RFP From a Bank's Perspective

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Sherwood Blackwood
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Agenda

- Considerations when responding to an RFP
- What to consider before issuing RFP
- Productions and solutions
- Decision making - timelines and execution

What Banks Consider When Evaluating an RFP

Banks look beyond pricing when determining whether to pursue an opportunity

Relationship Potential	• Opportunity to build a long-term partnership • Commitment to ongoing collaboration and communication	**Growth Opportunity**	• Ability to grow alongside the organization • Future banking, treasury, lending, and advisory needs
Operational Fit	• Alignment between requested services and bank capabilities • Ability to deliver a high-quality client experience	**Service Expectations**	• Clear implementation timelines • Operational requirements that are realistic and achievable
Financial Value	• Sustainable economics for both organizations • Value beyond fee comparisons	**Community Alignment**	• Understanding of local priorities • Opportunity to support the community beyond banking services

The strongest partnerships are built on shared goals not simply the lowest price.

What Makes a Banking Partnership Successful?

Traditional Procurement Focus	Strategic Banking Partnership
• Lowest Price • Transactional relationship • Contract-driven • Short-term success	• Shared long-term goals • Financial expertise and advisory support • Treasury and technology innovation • Fraud prevention and operational efficiency • Scalable solutions as needs evolve • Ongoing relationship management

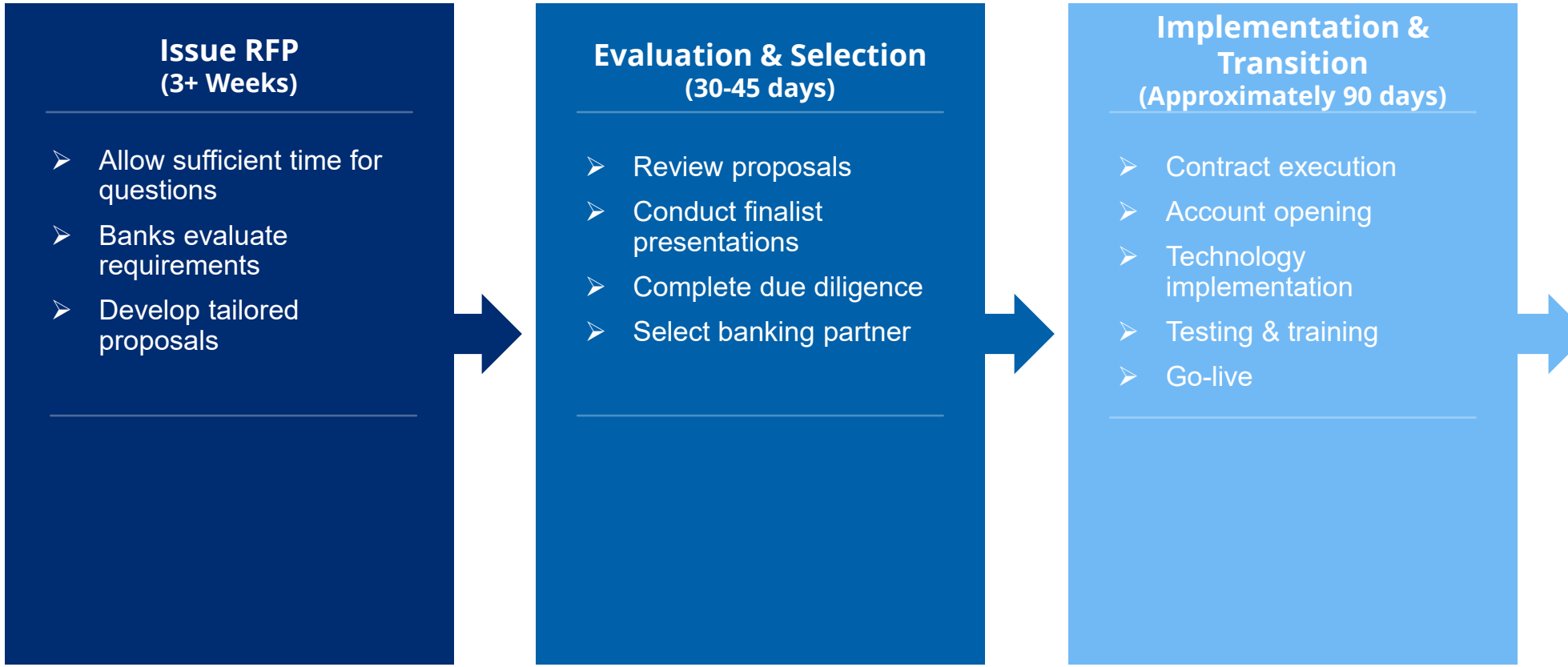
The goal is to select a banking partner that can continue delivering value well beyond the initial contract.

Questions Every Organization Should Consider Before Issuing an RFP

1	Are we looking for a banking provider or a strategic financial partner?
2	What does success look like beyond implementation?
3	Can the selected bank support our future growth?
4	Are we evaluating service, expertise, and innovation alongside pricing?
5	How important are fraud prevention, treasury technology, and ongoing advisory support?
6	Will this partnership continue to meet our needs three to five years from now?

RFP Timeline: Setting Your Banking Partner Up for Success

Allowing adequate time helps ensure thoughtful proposals, informed decisions, and a smooth implementation.



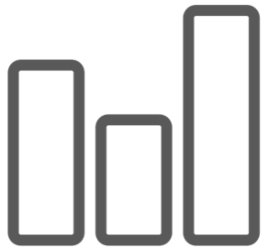
Starting the RFP process 4-6 months before your current contract expires helps avoid rushed decisions, supports a more competitive process, and allows adequate time for implementation before the transition date.

A well-planned RFP process is about more than selecting a bank; it provides the time needed to evaluate the right long-term partner and ensure a successful transition.

Banking Solutions for Public Entities

Public entities have unique responsibilities when managing public funds. Successful banking relationships are built on solutions that support transparency, security, operational efficiency, and long-term financial stewardship.

Asset Management	Liquidity Solutions	Payments	Cash Flow



Optimize Cash Flow. Manage Risk. Increase Efficiency.

Thoughtful treasury strategies help public entities improve cash flow, increase operational efficiency, and safeguard public funds.

Optimize Cash Flow	Enhance Productivity	Manage Risk	Reduce Costs
Put our extensive cash-management experience to work for you.	Gain efficiencies from our suite of customized solutions.	Keep your funds secure with our comprehensive selection of risk management solutions.	We work with you to create business efficiencies focused on your bottom line.

Treasury & Payment Strategies for Public Entities

Effective treasury management is built on partnership not just products. By understanding an organization's operational needs, financial objectives, and future plans, banking solutions can be aligned to improve efficiency, strengthen controls, optimize liquidity, and support long-term success.

Merchant Services

Flexible Payment Acceptance Solutions for Public Entities

Increase sales	Accept all electronic payment methods from your customers.
Strengthen cash flow	Receive funding as soon as the next day into your First Citizens deposit account.
Efficient payment processing	Spend less time on billing and collections with payment solutions designed for public entities.
Data security	Ensure sensitive cardholder data is handled and stored safely.
Growth and scalability	Leverage solutions that grow with your business.
Accept payments anywhere	Seamlessly accept payments wherever your customers are.
Optional fees	Optional site fees where permitted and properly configured which may help reduce your payment processing costs.

Municipal Advisory Services

Municipal Advisory Services

Investment Services for RFP

- Custodian Services
- Ladder Bond Management
- Municipal Advisory Services for Bond proceeds
- Retirement Plan consultation
- General Operations and Bond Cash Management
- Escrow Services

Custodial Advisory Services

Custodian Services

- Securities safekeeping
- Trade settlement
- Investment and reinvestment of principal
- Collection and distribution of income
- Corporate actions monitoring
- Delivery of matured/called bonds, notes, etc., and collection of cash proceeds
- Free receipt of security issues purchased by or received by client independent of custodian account
- Comprehensive accounting statements
- Online account access
- Customized portfolios to meet individualized cash flow requirements.
- Preservation of capital to make sure your money is there when needed.
- Create primary and secondary liquidities.

Questions

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