



We do that.

# Winning

— IDEAS —

LKCS FINANCIAL

12

## Profit Principles **SPRING 2017**

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# LOAN SCOUTING REPORT

## LKCS Financial

### SCOUTING CRITERIA:

- FICO Over 680
- No Bankruptcies
- No Current Late Payments
- Better rate with LKCS Financial
- Monthly Payment Savings

### PROSPECTS:

Bill Payer  
710 Bank Lane  
Any City, Your ST ZIP

Yes     No

Rosie Creditor  
740 Safe Bet Ave.  
Any City, Your ST ZIP

Yes     No

- over -



# Pre-Screen Credit Prospecting

## MAJOR LEAGUE LOAN RESULTS

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Today, consumers are more willing to switch to save on their monthly bills. Whether it's an Auto, HELOC, Mortgage, or Credit Card, they will be looking for better rates. Use Pre-Screen Prospecting to find these individuals.

**Credit-Based Marketing leverages data from the three major credit bureaus** to identify qualified new customers or existing customers that will be interested in what you have to offer. You can realize up to a 70% increase in qualified leads by employing data from all three bureaus. Find the right individuals and their specific needs so that you can send the right offer.

**You have the ability to run multiple offers at the same time to promote any of your loan products right off the bat.** You determine what requirements (FICO scores, equity, LTV, etc.) the prospects need to meet the lending goals of your institution. Use Pre-Screen Prospecting to send out pre-approval offers to prospective borrowers. **This works great for refinance offers and new loan acquisitions.**

**Pre-Screen Prospecting is much less expensive than you would think.** With LKCS' help, it is also much easier to use. Hit a home run by scheduling a personal webinar. Or, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call **866.552.7866** to speak with a sales representative today.

Free Webinar

Major League Loan Results!

Scan this QR Code with your mobile reader  
to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





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# Don't Get Called Out!

## WEB CONTENT ACCESSIBILITY GUIDELINES

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Over the past six months, the topic of ADA compliance and website accessibility has dominated website-related conversations we've had with clients nationwide.

**Banks and credit unions are under threat of potential litigation because their websites aren't fully accessible by the disabled.** Most logical people realize that this wasn't intentional – banks and credit unions obviously want everyone to be able to use their websites.

**The Web Content Accessibility Guidelines are comprised of a myriad of small recommendations.** Each one makes your site work better for different assistive technologies used by the disabled. But you'll likely find tens of thousands, or hundreds of thousands, of items on your site that need to be reviewed individually to achieve your goal of meeting WCAG level AA accessibility. That can be a daunting task – especially since web accessibility isn't even close to your primary job responsibility.

And, to make matters worse, even websites that launched a year ago may be considered a foul ball as they likely were not created to meet all of the web accessibility guidelines.

Step up to the plate by attending our upcoming webinar. Or, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call **866.552.7866** to speak with a sales representative today.

Free Webinar

Web Content Accessibility Guidelines

**Wednesday, May 10, 2017 • 1 pm CST**

Scan this QR Code with your mobile reader to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





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# Transpromo Marketing

## **STATEMENTS: YOUR MARKETING BUDGET RELIEVER**

**It has been well established that retaining existing customers costs less and is far more profitable than acquiring new customers.** Your monthly account statements are a great way to market to your existing customers. Transpromo marketing is how you can target market your products and services to these existing customers.

Using transpromo elements, statements and e-statements become highly targeted and measurable direct mail campaigns. **Turn statement costs into a marketing profit center that increases your revenue and reduces your marketing costs at the same time.**

**All of our customers, small and large, appreciate the coaching that LKCS provides.** We guarantee to listen to your questions, concerns, and ideas. We will ensure that your messages fit your marketing and campaign requirements.

**Receive these additional benefits with LKCS' statement solution:**

- **Unparalleled Accuracy: From proofreading your statement messages, and verifying transaction dates, to tracking the insertion of every statement page.**
- **Statement Design: Make your statements easier to read and understand.**
- **E-Statements: LKCS' e-statement solution is second to none.**

Your statement processor should be one of your best teammates. Schedule a personal webinar to learn more! Or, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call **866.552.7866** to speak with a sales representative today.

Free Webinar Statements: Your Marketing Budget Reliever

Scan this QR Code with your mobile reader  
to register at [www.lk-cs.com/webinar](http://www.lk-cs.com/webinar).





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# Variable Data Printing

## GAME WINNING DIRECT MAIL

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**Despite the vast advancements in technology, one of the best ways to capture your customers' attention is through their mail.**

Call your direct mail up to the major league! Direct mail advertising shows a level of personalization and care that appeals to customers. It is this personalization and effort that really grabs their attention and keeps it.

You can add elements of personalization by using Variable Data Printing (VDP). **It offers the flexibility necessary for highly targeted and effective marketing campaigns.**

Get grand slam results and really get your customer's attention by using their data to target their interests. Here's how you can **CUSTOMIZE YOUR DOCUMENTS:**

- **Change the colors and pictures based on demographics.**
- **Address the customer by name.**
- **List different branches based on customer's location.**
- **Offer specific services only to those who qualify.**
- **Produce unique quick response codes.**

Speak one-on-one with your prospects through VDP and get the major league response rates you have been desiring.

**For more information, contact us online at [www.lk-cs.com](http://www.lk-cs.com) or call 866-552-7866 to speak with a sales representative.**

You can also scan the QR Code with your mobile reader to go directly to the VDP page on our website.





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GET LOGGED

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Port & Company®  
Core Blend  
3/4-Sleeve Raglan Tee



# Logoed Products

**SCORE A MAJOR LEAGUE LOOK!**

Reinforce your brand, and the spirit of teamwork throughout your staff with logoed apparel from LKCS. We have styles and colors to match your branding, and your logo can be embroidered or silk-screened onto any product you choose. We can even custom design t-shirts for special community events. LKCS has thousands of high quality styles to choose from.

- **Performance Polos**
- **Silk Touch Polos**
- **Easy Care Polos**
- **Nike Golf and Ogio Premium Polos**
- **100% Cotton V-neck T-shirts**
- **100% Cotton Crew-neck T-shirts**
- **Lightweight Jackets**
- **Caps & Visors**
- **Duffels & Totes**
- **and much more...**

Want to search for items yourself? We have made it easy for you to find logoed products based on the price range you need, the event you are planning or the promotion you are marketing! Find a huge selection of products on our website at [www.lk-cs.com/getlogoed](http://www.lk-cs.com/getlogoed). Or, visit [www.lk-cs.com/getlogoedideas](http://www.lk-cs.com/getlogoedideas) to download logoed product recommendations.

Our experts are also available to help you personally! We can search through hundreds of thousands of products to find what you need, within your budget. Our mission is to help you create long-lasting relationships through the power of promotional products.

**Contact us today.**





# Screenscape

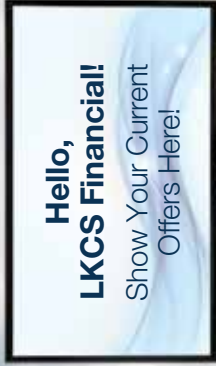
## ENGAGE YOUR DIGITAL AUDIENCE

Save thousands of dollars in startup and recurring monthly costs while delivering advanced professional digital signage.

- Simple.** Simply plug a tiny device, not much bigger than a USB thumb drive, into your TV.
- Standard.** Turn any TV with an HDMI port into a connected digital sign. No cable box needed. Just wifi!
- Secure.** Built from the ground up with secure hardware and firmware from Dell and ScreenScape.

Use built-in templates to generate beautiful display content to promote your products and services, promotions, and events. Supplement that with LKCS-designed content packages to keep your merchandising on the ball. Incorporate news and sports feeds, weather forecasts, and more.

**Find out how much you can save by contacting LKCS.**



4130 Plank Road  
Peru, IL 61354

Address Service Requested



PRSRT. STD.  
U.S. POSTAGE  
**PAID**  
Creative Services



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