



Dallas Capital Bank  
JFS Building Financial  
Power Webinar

# How to Find the Right Bank

July 21, 2022



## HOW TO FIND THE RIGHT BANK



**With so many non-traditional alternatives and financial technologies for transacting cash and paying bills, why use a traditional bank?**

We are here to explore this question and share why working with a traditional financial institution has several unexpected benefits.





# MEET THE TEAM





## Jennifer Sauls

Vice President,  
Business & Premier  
Banking

Jennifer Sauls is a Vice President in Business and Premier Banking for Dallas Capital Bank. She has over 18 years of banking experience, having spent the majority of her career helping businesses of all sizes achieve their goals. She prides herself in being a trusted advisor to her clients. She has helped clients with customized solutions that work with consumer and business needs.

For the past five years, Jennifer has served as a board member for Adventure and Victory, an organization passionate about empowering women with life and leadership skills, and training programs to help them become the best versions of themselves.



## Sherri Wolfe

Senior Vice President,  
Treasury Management

Sherri Wolfe is a Senior Vice President in Treasury Management for Dallas Capital Bank. With over 20 years of banking experience, Ms. Wolfe utilizes her knowledge of large corporate treasury integrations and management to support mid-sized businesses by building efficient processes that will scale to growth.

Sherri is a Certified Treasury Professional (CTP) and graduated with a Bachelor of Business Administration from UT Austin. She holds board positions with Social Venture Partners, Journey of Hope and LiftFund Women's Business Center, and is involved with the Association of Professional Women in Construction (APWC).

## FUN FACTS



- How many unique bank brands are there in Dallas?
  - a) 46
  - b) 160
  - c) 592
  
- How much money do you need to open a bank account?
  - a) \$5.00
  - b) \$500.00
  - c) It depends
  
- Do I have to go into a physical bank to open an account?
  - a) Yes
  - b) No

A background image showing a business meeting. Two people are seated at a wooden table. One person, wearing a light blue shirt, has their hands clasped. The other person, wearing a striped shirt, is writing in a notebook with a pen. A laptop and a tablet are also on the table. The text 'WHY USE A BANK?' is overlaid in white, bold, sans-serif font.

# WHY USE A BANK?



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## TANGIBLE REASONS:



### ■ PAYMENT SERVICES

- Personal services – notary public, safe deposit, cashier's checks, Zelle®, ATM, credit card options
- Business services – direct deposit, mobile deposit, Zelle®, merchant services, credit card options



### ■ OPTIONAL ACCOUNT TYPES

- Versatile checking account options
- Savings account options
- Often offer long-term investment options



### ■ SECURITY

- FDIC insurance
- Fraud protection

# WHY USE A BANK?



## INTANGIBLE REASONS:



### ■ PERSONAL RELATIONSHIP

- Trusted advisor – identify resources on your behalf
- Understand needs
- Proven support during difficult periods, i.e., PPP



### ■ SECURITY

- KYC questions



### ■ ESTABLISH CREDIT

- Establish relationship with banker
- Establish banking history





# UNDERSTAND GOALS

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## ■ ESTABLISH YOUR NEEDS

- Do you need a location close to you?
- Will you be using an account for personal or business purposes?
- What type of solution “fits”?



## ■ HOW YOU USE ACCOUNTS

- What are your account needs?
- Do you write checks?
- Use bill pay?
- Receive payroll via ACH?
- Spend vs. save?

## ■ DETERMINE FINANCIAL GOALS

- What are your financial plans?
- What is needed to reach your goals?
- Take an active role.



## ■ BUILD RELATIONSHIPS

- Do you build trust through technology? Personal relationships? A combination?
- Are you a good fit?
- How can you best achieve your financial goals?



# BANKING OPTIONS



## ■ TRADITIONAL BANKS

- Small Banks
- Regional Banks
- Online Banking

## ■ NON-TRADITIONAL COMPETITORS

- Check cashing locations
- Discover Bank Cashback
- Crypto/Bitcoin
- Peer2Peer lending

# NOT ALL BANKS ARE THE SAME

## SIZE:

- Small
- Regional
- Large

## BANK PHILOSOPHY:

- Banking center location
- Relationship management

## TECHNOLOGY:

- Online banking options
- Commercial account services
- Credit card options

## REPUTATION

- Website
- Management team
- Referrals



## BANKING OPTIONS



### Advantage Banking

- Minimum opening deposit \$100
- Monthly maintenance fee \$12 (no fee if direct deposit of \$250 or more or daily balance of \$1500 to avoid fee)
- Free Zelle®
- Free debit card (ATM usage rates may apply)
- Bank online or in-person



### Chase Total Checking

- No minimum deposit to open account
- Monthly maintenance fee \$12 (no fee if direct deposit of \$500 or more or daily balance of \$1500 to avoid fee)
- Free Zelle®
- Free debit card (ATM usage rates may apply)
- Free bill pay
- Bank online or in-person



### eCheck Direct

- Minimum opening deposit of \$100
- No direct deposit required
- No minimum balance
- Free Zelle®
- Free debit card (ATM usage rates may apply)
- Free online banking and bill pay
- Free eStatements (no paper statements mailed)
- Online banking required



### Capital One 360 Checking

- No minimum deposit to open account
- No fees for most services
- No minimum balance required
- No direct deposit required
- Free Zelle®
- Free debit card (ATM usage rates may apply)
- No overdraft fees
- Bank online or in-person



THANK YOU