

Community Bank Boosts ROA, Serves Oil & Gas Industry Growth with the Help of BusinessManager® from ProfitStars®

Welcome to Hollis, Oklahoma, back in the earliest beginnings of the twentieth century – as Oklahoma turned the corner from territory to statehood. It was around this time that The Groves National Bank of Hollis, Oklahoma, got its humble start. Through the years (and through several mergers and acquisitions), the name of the bank has changed and evolved as have the communities that it serves.

These days the bank is known as Great Plains National Bank (www.gpnbank.com) and serves its region as a full-service financial institution offering a wide variety of deposit products and lending services. Whether customers are engaged in farming, ranching, energy exploration, manufacturing, or the service industry, Great Plains strives to meet these unique lending and banking needs.

As a community bank dedicated to finding the right loan program to help business customers, Great Plains began to investigate alternative options to traditional financing. The bank ultimately settled on the cash flow solution BusinessManager from ProfitStars.

Backed by more than 20 years of experience with community banks, BusinessManager is a safe and sound accounts receivable financing program used by hundreds of banks to assist credit-worthy business customers with management and funding of accounts receivables. The bank, in turn, earns recurring fee income – creating a win-win for both the financial institution and their business customers.

Today, Great Plains National Bank has 36 businesses that are using the BusinessManager program, according to Jeff Waters, Senior Vice President. The bank's BusinessManager portfolio is heavily focused in the energy industry.

"We are 100% concentrated in oil and gas," notes Waters. "It is very much a priority target for us."

The bank appreciates the opportunities that the BusinessManager program helps them take advantage of – and solve for customers.

■ GREAT PLAINS NATIONAL BANK

of Oklahoma is a community bank with ten branches throughout the state and 368 million in assets.

■ BUSINESS CHALLENGE

Serving an energy-rich region (with significant oil and gas industry growth), the bank was in need of an alternative financing option that could offer quick cash flow to business customers.

■ SOLUTION

Great Plains National Bank turned to BusinessManager, a proven accounts receivable financing program from ProfitStars.

■ BENEFITS

Today, the BusinessManager program makes up about 18-20% of the bank's total ROA. Great Plains National Bank is able to help business customers gain the cash flow they need in a fast-growing industry. The bank has 36 businesses that use the program, which has also enhanced cross-selling opportunities – through encouraging those businesses to invite their employees to bank with Great Plains National.

"We are currently sitting in a high-growth environment," explains Waters. "Many businesses in our area are doing more business than ever. It would be frightening to manage a large line of credit in a traditional manner."

He adds, "Expansion causes cash crunch. Many existing customers start seeing cash flow issues when they grow. But in an oil and gas environment like ours, customers can not afford to pass on a job for lack of cash flow."

"We are very proud of the program. It is recognized from the top of our organization as being a great benefit to our customer and our bottom line. It is gratifying to see customers succeed due in large part to the BusinessManager program."

– Jeff Waters, Senior Vice President, Great Plains National Bank (Oklahoma)

Powered by the banking, technology, and business development experts at ProfitStars, BusinessManager matches each client bank with a sales and marketing professional to ensure the program's success.

"Our Business Development Manager (BDM) has provided us with a call list and telemarketing, as well as made numerous in-person calls," Waters recalls. "Our Risk Manager also does an annual review helping us identify potential issues."

In addition, BusinessManager has helped improve the credit administration and management of the bank's working capital lines of credit. "With all the checks and balances associated, it allows us to have better knowledge of how a customer operates," says Waters.

Not only has BusinessManager influenced the bank's ability to finance new businesses – allowing smaller "mom and pop" businesses to thrive along with larger companies – the program has enhanced Great Plains National's overall performance. According to Waters, "It makes up about 18-20% of our total ROA."

"We are very proud of the program," concludes Waters. "It's recognized from the top of our organization as being a great benefit to our customer and our bottom line. It is gratifying to see customers succeed due in large part to the BusinessManager program."

ProfitStars, a Jack Henry & Associates company, is a leader in business and financial technology solutions, providing feature-rich products and services that improve the performance of institutions like Great Plains National Bank as well as other diverse organizations. BusinessManager represents just one of ProfitStars' industry-leading solutions that facilitate revenue and growth, risk mitigation, and cost control for more than 11,000 clients around the globe.

■ INSTITUTION

Great Plains National Bank

■ ADDRESS

2017 West Third
Elk City, OK 73644

■ TELEPHONE

580-225-2265

■ WEBSITE

www.gpnbank.com

■ ASSETS

368 million

■ BRANCHES

10

■ EMPLOYEES

164

■ PROFITSTARS SOLUTION

BusinessManager