

Bank of Louisiana

Private Label Accounts Receivable Funding & Management Program *"Your Accounts Receivable Answer"*

Introduction & History of Bank of Louisiana

- Bank of Louisiana is a 50-year-old, community bank located in New Orleans, Louisiana, with 6 metro area locations.
- Our commercial activities are centered in 5 specific areas: General lending; issuing of Visa/MasterCard products, Private Label; the purchase of accounts receivable portfolios; and the funding and management of the above card sales transactions.
- Bank of Louisiana's long history (50 years) of issuing Private Label Programs for the merchant wholesale & retail communities has lead us to believe we know your business and what you face.
- Our history of client service allows us to work with merchants to design, develop, and implement a customized Private Label Credit Card Program that should improve cash flow & help drive sales.
- With the constant changes and fierce competition merchants' face, every advantage counts. By joining the strengths of your business with Bank of Louisiana, you will differentiate your store through a superior credit program and become a more formidable force within your industry.

Why Bank of Louisiana Private Label Credit?

- Surveys and studies alike demonstrate that Private Label Credit Card customers actually buy more merchandise, more frequently, make higher priced purchases, and exhibit more loyalty to their store.
- A Private Label Credit Program from Bank of Louisiana enhances your position among competitors and allows the merchant to focus on the marketing and sale of the firms products.
- Whether you have existing accounts receivables or you wish to start a brand new Private Label Charge Card Program, Bank of Louisiana provides you with a personalized credit, customer service and collection department for your own accounts.

Bank of Louisiana Private Label: Services

- Credit: Our Credit Managers respond quickly to your request and the needs of your customers. All credit information we obtain is confidential. We DO NOT SELL OR PROVIDE cardholder information. Nor do we provide your information to any 3rd party at any time, for any reason.
- Customer Service: Your customers or you may contact us toll-free when any questions concerning account statement, current balances, suspected billing errors, and or any question related to operations arise. You are assured of prompt assistance.
- You speak with a “live” Customer Service Staff at Bank of Louisiana.
- Internet: Additionally, customers may apply for credit on-line thru a “link” placed on your web site. Also, you customers may contact our credit department on-line.
- Merchant Internet Access: Our Web Site gives business owners access to personalized account information. Merchants may view &: 1) reconcile deposits; 2) view gross & net sales; 3) merchant statements; 4) obtain reference material & 5) edit account profiles.
- Each month you receive an Accounts Receivable Aging report reflecting the status of each account that is past due. You are always kept up-to-date with Bank of Louisiana.
- Collections: At Bank of Louisiana, we will work with you to handle all accounts in the most professional manner possible. Our collection staff is responsible to legally maintain your portfolio within the guidelines of the United States Federal Deposit Insurance Corporation (FDIC) by which we are regulated.
- We do the work & you get the credit: Bank of Louisiana funds your charge account receivables sales on a daily basis and thereby provides you with the cash flow necessary to enhance your growth and performance.

More Services for Merchants & their customers

- Our entire program is electronic, with a \$750.00 up front cost to the merchant plus the cost of applications and plastic cards.
- We offer a Recourse Program for consumer or business.
- Purchase outstanding accounts receivables at Par, less the agreed upon sales discount.
- Electronically fund sales daily.
- 5 minute credit application processing time is our target.
- Customer payments may be made by the customer in-store, on-line, or thru traditional mailing of payments.
- Payments made in-store are electronically transmitted & posted the next day.
- Electronic Settlement: you have live funds within 24 – 48 hours.

- Credit Desk: Credit assistance hot line (1-800 number) for your customers that may have credit issues.
- Custom Statements (laser-printed): with merchant logo, slogan, contact information, etc.
- Statements mailed via 1st class mail on the date you choose i.e. one monthly mailing date.
- Custom Credit Card Production: Merchant supplies usable pdf file with a minimum of 300 dpi for production.
- Monthly comprehensive management reporting, plus all is available on-line daily with an 18-month history archived for 24/7 access from your PC.
- Bank of Louisiana offers a turnkey Private Label Charge Card Program at no extra cost!!!

Private Label Qualifications

- Target Market: Bank of Louisiana provides customized programs for retailers and wholesalers typically generating private label sales of at least \$480,000.00 per year or approximately \$40,000.00 per month in general.

Marketing Programs

- Custom statement messages – If request is received 2 weeks prior to billing date - \$35; 7 to 13 days prior to billing date - \$60; 2 to 6 days prior to billing date - \$120
- Customer statement inserts – Merchant pays for insert printing; \$0.13 per statement.
- Data Base Management with scored targeted mailing promotional programs via zip codes – i.e. pre-approved programs to increase applications at merchant’s expense.
- Develop an annual marketing program with Bank of Louisiana’s marketing tools!!!!

Type of Private Label Agreement

Initial Agreement: Two (2) years. May renegotiate and resign or allow to continue as is on a month-to-month basis at the option of Bank of Louisiana.

Type of General Agreement Offered:

- A. Recourse – this type is usually reserved for merchants that have existing receivables and a “reserve for bad debt” is established at Bank of Louisiana & owned by the merchant.

Contract Standard Options

Bank of Louisiana offers 2 contract options. They are:

1. Purchase of Outstanding Receivables with Recourse.

2% Conversion fee + 2% Reserve on established accounts that are converted.

.25 per transaction and 2% sales discount + 2% Reserve for purchases.

Merchant owns the Reserve & earns interest.

Excess Reserve is refunded with interest each 31 January & 31 July.

2. No purchase of outstanding with Recourse.

.25 per transaction and 2% sales discount + 2% Reserve for purchases.

Merchant owns the Reserve & earns interest.

Excess Reserve is refunded each 31 January & 31 July.

Private Label Cardholder Terms

Consumer & Business

Annual Fee:	None
APR:	19.8%
Minimum Payment:	10% Consumer
Minimum Payment:	1/3 rd Business
Minimum Finance Chg:	\$1.00
Default APR:	21.0%
Grace Period:	25 Days
Method of Computing:	Ave. Daily Bal.
Credit program is revolving unsecured credit	

The Next Step

- You are receiving this package because you requested it be forwarded. We take your time seriously and invest it wisely. Plus we strive to do it all in a comfortable, and approachable manner that works toward building a long-term relationship with your company and your customers.
- The next step is for you to complete the package of information requested in the back of this mailing and return it to us. In order for the bank to design an effective program, the first step in coordinating our efforts with your business, regardless of size, is to analyze your particular current situation.
- The information requested covers your operations from sales and administration to billing procedures. With this information, Bank of Louisiana will tailor our services to afford you the best opportunity for success.
- The time-line is approximately 3 to 4 months from receipt of the information to a “live” date.
- 100% of the information supplied is confidential. See attached confidentiality agreement – sign & return with your attached information please.

After receipt of the information we will perform our required analysis & “Due diligence.” We will forward a commitment letter which will outline the specifics of our program to you in contract form as soon as it prepared. At that time we will need to arrange a face-to-face meeting for my trip to your location(s). If, after your review and conversations with your staff and myself, you decide a program such as this is not for you, please let me know your decision by E-mail. Please return the complete information requested as soon as possible. Nothing can begin without the return of this information. Return information requested to:

Bank of Louisiana
Operations Center
Attention: Stacie Daley
3340 Severn Avenue – 4th Floor
Metairie, Louisiana 70002

Sincerely,
Stacie Daley

AVP Marketing & Merchant Services
Bank of Louisiana
504-858-6919 Cell
504-889-9308 Office
Email:Stacie.daley@bankoflouisiana.com



Confidentiality Agreement

Bank of Louisiana will keep all information supplied to us confidential and will make the same effort to safeguard such information as it does in protecting its own proprietary data. Your company's data while at Bank of Louisiana will remain the exclusive property of above company or individual. Bank of Louisiana will not reproduce, copy, duplicate, disclose, or in any way treat this information supplied by the above person or company in any manner except to use as a basis for a Private Label proposal to the indicated company.

Bank of Louisiana _____

By: Stacie Daley _____ By: _____

Title: AVP Marketing & Merchant Title: _____

Date: _____ Date: _____