

Commercial Prospecting

Customer Experience, September 2016

Customer Name: CenterState Banks, Inc. Community Bank

Asset Size: \$4.9B dollars

Number of Branches: 66 branches¹

CenterState Bank Sets Itself Up for CRE Lending Success

CenterState Bank identified commercial real estate lending growth as a high priority in 2016. In order to be successful, their Chief Strategy Officer wanted to achieve two things: 1) simplify their prospecting process for new loans, and 2) gain deeper insight into their markets to confidently hone in on opportunities within their footprint.

To solve for these challenges, CenterState turned to Commercial Prospecting, a commercial real estate (CRE) tool offered as part of the suite of bank solutions from S&P Global Market Intelligence.

Previous Process: Prior to subscribing to Commercial Prospecting, CenterState built their new prospect rolodex a number of ways, including referrals, community events, marketing and by purchasing marketing lists from third-party vendors. Unfortunately, the quality of the leads and the validity of the data was often unreliable and offered little insight into the current financing of a loan prospect. This was costly not only because of money spent on unproductive leads, but also time lost on prospects with financing already in place. In addition, lenders had little insight into the opportunity potential with a particular lead, so the same time was often spent on a \$300,000 loan as opposed to a \$3,000,000 loan.

The Solution: With Commercial Prospecting, CenterState no longer needs to purchase third-party lists, and is confident that the data they're using is reliable. What's more, they are now able to easily identify loan opportunities that fit their ideal customer profile. With a quick search, prospects can be targeted and prioritized based on key information like current mortgage information, type of property and other properties owned by the same owner.

The team is also saving significant time researching potential customers, a process that used to take at least 20 minutes per lead. Information such as who is currently lending to a prospect is available in a matter of seconds with a single source, Commercial Prospecting, an offering of S&P Global Market Intelligence.

¹ All data herein is as of June 30, 2016 unless otherwise noted.

Market Intelligence for a Better Strategy: Competitor intelligence was a struggle for CenterState before subscribing to Commercial Prospecting. Now, the team is able to quickly and easily understand the commercial lending portfolios of competitors to identify which markets and types of properties offer prime opportunities for their lenders.

As an added bonus, Commercial Prospecting has helped CenterState set strategic and realistic goals for their lenders. Previously, lender goals were based on an estimation of the opportunity within their markets. Now, the strategy team can reliably pinpoint the value of loan potential in a given market and realistically align lender goals accordingly.

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