



# MARKET VIEW™



**Bank**  
Testimonials



# CLIENT TESTIMONIALS

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“We worked recently with Ceto and Associates on a very successful Market View initiative. Historically, our organization has been cautious about engaging with third party vendors to assist in finding ways to become more efficient and profitable. However, the challenge has always been allotting the time and resources, particularly from our own internal staff, required to complete these types of projects. But as promised, Ceto did most of the heavy lifting during the course of the project. Ceto was very flexible in working with us around our busy schedules. By the end of the project, we were very happy with the financial benefit gains that we achieved relative to the minimal time and effort required of our internal staff. This was a great experience for us, and we would definitely recommend this program to other institutions that are looking for different ways to generate revenue and maximize product profitability.”

**Tom Kientz**

*Senior Executive Vice President*

**Dickinson Financial Corporation**

**Academy Bank and Armed Forces Bank**

Kansas City, MO

**Total Assets: \$2.7 Billion**

“We have conducted similar reviews of our products in the past, but they were not as extensive and thorough as the Market View project we conducted with Ceto and Associates. Their in-depth review not only yielded significant new revenue ideas but also spurred insightful conversation among our management team regarding many areas of our organization, such as revising and enhancing our product offerings to become more suited to our marketplace. We approached this review with the mentality that no recommendations from Ceto would be “off the table” for discussion. As a result, the recommendations that we ultimately approved and implemented fit the right balance between both the philosophical and financial objectives of our organization. While similar reviews are possible with internal resources, we recommend Ceto and Associates because of their insight and the expertise that they brought to the table, in addition to the risk-free nature of the engagement.”

**Paul Ehlers**

*Senior Vice President & Chief Operations Officer*

**City Bank**

Lubbock, TX

**Total Assets: \$2.7 Billion**

“Considering a consulting firm to assist with product pricing and profitability is a delicate process, but Ceto and Associates made the decision easy and we have been very happy with the partnership on the recent Market View initiative. They were with us every step of the way throughout the project, providing invaluable guidance and ensuring that we maximized every recommendation and opportunity. They were very professional and their expertise in the banking industry is very evident. The engagement has been a big success. We have really enjoyed working with Ceto and team and would definitely recommend them to other banks who are looking for ways to maximize product profitability and revenue.”

**Mark Hollar**

*Senior Vice President & Chief Financial Officer*

**Farmers & Merchants Trust**

Chambersburg, PA

**Total Assets: \$1.2 Billion**

“We recently completed a Market View project with Ceto and Associates and were very impressed with not only the results, but the entire process that yielded those results. This has been one of the most cost beneficial projects we have implemented at Dedham Savings. Their consultants were on-site for just a few days for the diagnostic, and they were very flexible and accommodating with very little disruption to our staff. They delivered their findings in a detailed, yet concise, presentation and their report clearly conveyed to our management team the areas where we could become more competitive in our specific markets. Their comprehensive assessment found cost savings and revenue opportunities we would not have discovered on our own, and their thoughtful analysis gave our Board and Management the confidence to implement many of their recommendations. We feel comfortable that the decisions we made based upon Ceto’s recommendations were appropriate for both our organization and our customers. I would strongly encourage other financial institutions to consider Ceto and Associates for this type of engagement.”

**Mark Ingalls**

*Executive Vice President & Chief Financial Officer*

**Dedham Savings**

Dedham, MA

**Total Assets: \$1.5 Billion**

“We recently engaged Ceto and Associates to perform their Market View solution. It was exactly what they represented it to be and their professionals were knowledgeable and easy to work with throughout the project. The engagement was timely, we were pleased with the results and would consider engaging Ceto for another project in the future.”

**Kim Davis**

*Executive Vice President & Chief Operating Officer*

**Capital City Bank**

Tallahassee, FL

**Total Assets: \$3 Billion**

“The professionalism, expertise and perspective that Ceto and Associates incorporated into our recent Market View engagement with them was a great complement to our internal efforts to increase revenue and profitability for our products and services. The local market study, as well as the depth of their review of several hundred areas, uncovered a tremendous amount of critical data and intelligence about our markets and competitors that would have been very difficult to complete on our own in an acceptable timeframe with the staffing we had available. They helped us with some new product offerings by providing us a list of quality vendors that could assist us in the development and rollout. With the assistance of Ceto and Associates, we were able to implement the recommendations that our executive management team approved with relative ease. We also tracked the actual results together with custom built monitoring reports provided by Ceto and Associates and realized the additional revenue quickly. Without question, this has been one of the best engagements that we have completed with a consulting firm in some time.”

**Connie Fritz**

*Executive Vice President & Chief Retail Operations Officer*

**Cashmere Valley Bank**

Cashmere, WA

**Total Assets: \$1.5 Billion**

“We were very pleased with Ceto and Associates’ Market View program. The project was completely risk-free to our organization, since our payments to Ceto and Associates were based on actual benefits. The scope of the program was extensive and included a review of hundreds of different areas, with the objective of maximizing profitability within our product mix. Their staff was highly professional and easy to work with. Ceto and Associates also helped with the implementation and monitoring of all management approved recommendations. We realized a significant increase in revenues, and so, the engagement was a big success.”

**Larry Heilbronner**

*Senior Vice President & Chief Financial Officer*

**Canandaigua National Bank & Trust Company**

Canandaigua, NY

**Total Assets: \$2.9 Billion**

“We had a great experience with Ceto and Associates during the Market View engagement. We were impressed with their program, which included a thorough review of product characteristics and pricing relative to our competitors and market conditions. Moreover, they considered the culture and strategy of our organization when performing the analysis and making any recommendations. The information was very informative, and the quality of their work was outstanding. We recognized some rather substantial benefits from the engagement. Overall, it was just a great exercise for us and we would urge other financial institutions that are interested in increasing revenue to contact Ceto and Associates about their program.”

**Brett Tiemann**

*Executive Vice President & Chief Financial Officer*

**Illinois National Bank**

Springfield, IL

**Total Assets: \$1 Billion**

“We were very pleased with the results of the Market View project with Ceto and Associates. Even though we have an internal team that periodically evaluates fees, it had been some time since we had assessed our commercial account fee structure. Because of that, we engaged Ceto and Associates for an independent assessment of the market and competitive environment. We were very impressed with the thorough research that the team at Ceto performed. Their recommendations were meaningful and focused not only on revenue enhancement, but also on bringing greater value to our clients through recommended changes to our depository products. Further, they were able to provide solid implementation suggestions in the form of sample communications, timelines, etc. that allowed for a flawless execution that was well received by our clients. We would recommend Ceto and Associates for their industry expertise and insights.”

**Chris Kieffer**

*Senior Vice President & Chief Product Officer*

**First Bank**

Hazelwood, MO

**Total Assets: \$6.2 Billion**

“We had a very good experience with Ceto and Associates during the Market View engagement. They conducted a comprehensive survey of fees and charges in our local market and suggested numerous ways that we might increase revenue while remaining fair to our customers. There was never any pressure to adopt all of their recommendations and we selected those items which we thought appropriate to our market and customers. And most importantly, we achieved significantly improved non-interest income as a result of implementing their recommendations. I would suggest that anyone looking to improve their bottom line talk to Ceto and Associates.”

**Kevin Dattellas**

*Senior Vice President & Chief Financial Officer*

**Solvay Bank**

Solvay, NY

**Total Assets: \$937 Million**

“We were optimistic going into our Market View venture with Ceto and Associates and they certainly delivered. With so many challenges confronting the banking industry today and with the markets changing rapidly, employing Ceto and Associates’ expertise was very advantageous, as it allowed our management team to quickly and efficiently implement the changes required to compete in our markets, while also taking advantage of the local pricing environment. Their team was great to work with and they were very proficient with their short time onsite. Our personnel were not bogged down by this project and we were very satisfied with the rather substantial increase in income.”

**BJ North**

*Executive Vice President*

**Plumas Bank**

Quincy, CA

**Total Assets: \$830 Million**

“The Market View engagement with Ceto and Associates put us in a position to be more competitive in our markets, while also maximizing revenue in some specific product areas that we thought might already be sufficient through our own internal efforts. In addition, they brought to our attention other ideas and opportunities to enhance product profitability with their comprehensive local market research and competitor analysis. The amount of work that went into this process and the amount of information that Ceto and Associates provided about our markets, competitors, and products has been invaluable and something that would have been difficult to accomplish on our own considering our limited time and internal resources. I would strongly encourage other banks to consider Ceto and Associates for this type of engagement.”

**Michele Kyle**

*Executive Vice President & Chief Operating Officer*

**Fidelity Bank**

Wichita, KS

**Total Assets: \$2.3 Billion**

“We had a very good experience with Ceto and Associates during the Market View engagement. The market research they completed, for our project, was extremely helpful in making our decisions on which recommendations to implement. There was never any pressure to adopt all of their recommendations and we selected those items which we thought appropriate to our market and customers. With their help we were able to implement several items that we had talked about doing for a long time. In the past we have attempted to perform similar research in our market with internal resources. The detailed report provided was very useful in deciding which recommendations to implement. The resulting improved non-interest income made the entire project very worthwhile. We would recommend the Market View program to any financial institution looking to improve their bottom line.”

**Joaquin Lopez**

*Chief Operating Officer*

**First Community Bank**

San Benito, TX

**Total Assets: \$441 Million**

“We worked with Ceto and Associates on a Market View project. We were very pleased with the comprehensive scope of the engagement. They evaluated all of our products, services, rates, and fees on both sides of our balance sheet, and performed an extensive review of our local market and competition. Based on their analysis, they were able to make some prudent recommendations for our product/service portfolio. They organized the process from beginning to end and were always available to answer questions or provide guidance. We realized a significant increase in revenues from the project, and would recommend Ceto’s Market View program to other financial institutions.”

**Kim Cullum**

*Senior Vice President & Chief Financial Officer*

**First Arkansas Bank & Trust**

Jacksonville, AR

**Total Assets: \$767 Million**

“We were very excited about the results that were achieved during the Market View project with Ceto and Associates. We have an internal team that evaluates our products, services, rates and fees on a regular basis to identify different ways to increase revenue. However, we were very impressed with the thorough market research and competitive analysis provided by the consulting team at Ceto, along with all of the recommendations and new ideas that they brought to the table for our product set. And moreover, we were really pleased with the quick turnaround time in providing their final report and the overall proficiency in which they managed the engagement. Although it is possible to accomplish these types of initiatives with internal resources and staff, we would recommend Ceto and Associates as an attractive alternative, due to their industry expertise and insight, in addition to the very impressive report of market research and recommendations that they developed in such a timely manner. The success of this project has allowed us to add some new revenue to our bottom line, while also recognizing the importance of partnering with an unbiased third party firm that can put in the appropriate time and resources to get the desired results.”

**Michael Hendrix**

*Chief Financial Officer*

**Traditional Bank**

Mount Sterling, KY

**Total Assets: \$1.5 Billion**

“Ceto and Associates recently engaged our organization with their Market View program. We were very impressed with the depth of their research into our local markets and competitors. They also demonstrated a very thorough understanding of our product and services and our philosophical approach with our business and customers. The review was exhaustive and included many areas throughout all of our product lines. They took into account the appropriate balance that is necessary to service the needs of our customers, while also identifying significant opportunities to increase overall revenue. The recommendations were very straightforward and the effort implementing the recommendations was well worth the benefits received. We are very happy with our relationship and partnership with Ceto and Associates.”

**Curtis Smith**

*Chief Financial Officer*

**D.L. Evans Bank**

Burley, ID

**Total Assets: \$1.6 Billion**

“We engaged Ceto and Associates for their Market View program and were extremely satisfied with the execution and results of the program. Their proposition is risk free and the revenue sharing arrangement was very attractive to our executive team. Ceto was there for us every step of the way with a professional and efficient process. They assisted in the implementation and monitoring phases to ensure we realized the new revenues they projected in their original report of findings. We are happy we chose Ceto as the vendor and partner for our revenue enhancement and services pricing initiatives. Start to finish, it was a very successful experience and we would certainly recommend Ceto to other financial institutions.”

**Michele Schuh**

*Senior Vice President & Chief Financial Officer*

**First National Bank Alaska**

Anchorage, AK

**Total Assets: \$3.7 Billionw**

“We were very pleased with the results of the Market View engagement that we completed with the guidance of the team at Ceto and Associates. They completed a full review of our products and services relative to our local market. They were onsite for a just a few short days throughout the entire project and were professional, courteous and accommodating to our staff’s schedules during the interviews and data gathering portion. We felt no pressure to implement any recommendations that we didn’t think were right for our organization and customers. Once we approved the recommendations that were right for us, Ceto and Associates was instrumental in assisting with the process of implementing and monitoring the recommendations to assure that we met the benefits that they had projected.”

**Brian Wingard**

*Chief Financial Officer*

**CNB Bank**

Clearfield, PA

**Total Assets: \$3.3 Billion**