

FDIC Web Site & Database User Guide

A Roadmap to the Premier Source of Banking Information

Top Line Advisors is a consulting firm serving bankers and vendors to the banking industry that specializes in assisting clients develop and implement sales growth strategies. The Bank Data Tools Group is part of Top Line Advisors that evolved from ongoing work with clients to help their sales and marketing professionals better understand the financials of banks, thrifts, and bank holding companies. The tools developed to assist clients with the analysis of banking financials have been "productized" and offered to bankers, bank consultants, and vendors to banks. The tool discussed below is one of those products

An extraordinary amount of information and data is available from the FDIC web site, free of charge to anyone willing to take the time and effort to find it. The web site is very well designed and is as intuitive as can be expected given the depth and complexity of the information. But, because of its complexity, the web site can be daunting to even a seasoned banking industry professional.

The *FDIC Web Site & Database User Guide* is a comprehensive roadmap enabling you to leverage the extensive data and information about the banking industry and specific banks, thrifts, and banks holding companies (BHCs). This guide gives you an edge by:

- ☑ Pointing you precisely to the place that has the information you want.
- ☑ Walking you through step-by-step how to use the site.
- ☑ Giving you hints based on years of use by Top Line Advisors consultants.

With the guide, our clients are able to, for example:

- ☑ Get data on any bank in the US with a few key strokes and mouse clicks.
- ☑ Compare performance among different peers with standard or user defined peer groups.
- ☑ Find information on regulatory requirements.
- ☑ Find trend data for broad industry-wide analyses.
- ☑ Analyze prospects for sales strategies.
- ☑ Track deposit market share for planning and consulting assignments.

If you are part of the industry as a banker, consultant, or vendor you should know how to use the FDIC web site, and our guide can help. For those new to the FDIC web site, the Guide is an invaluable resource to get you started . . . or if you're an experienced user, the Guide enables you to dig into deeper into the site's capabilities.

To order the FDIC Web Site & Database User Guide, go to www.BankDataTools.com to download immediately. To learn more about the User Guide, read on.

PS: When combined with the Financial Template Tool set, the value of the FDIC web site is magnified. To learn more go to www.BankDataTools.com.

FEATURES OF THE GUIDE

Laid Out the Way You Work


The guide is arranged with links to help you with specific actions or to find specific information. For example, if you want to find information on a specific bank, there is a link. If you want to learn how to create a peer group, there is a link. Take a look at the table of contents starting on the next page and you'll see how easy it is to use the FDIC Web Site and Database Guide from Top Line Advisors.

Soft copy for use on PC . . .


The Guide is provided in a .pdf file format which you can print, but the real value is when you use it on your PC. There are several advantages when used on the PC:

- ☑ There are hundreds of "hyperlinks" that take you directly to the web site page for a topic. For example, suppose you need to prepare an analysis of broad industry trends and you want to go to the exact place in the web site that has the information you need. The Guide has a link to General historical national trends at <http://www.fdic.gov/bank/statistical/stats/> which if you click on it takes you to the screen where you can get that data. (Go ahead and try it if you're viewing this on your PC screen.)
- ☑ There are hyperlinks that take you to the right spot in the document from the table of contents. This makes it easy to scan the table of contents for what you want, then go directly to the right page in the Guide.
- ☑ Screen shots, which are used extensively in the Guide to illustrate steps, display well on the screen and can be used to give you a sense of what the web site should look like.

"Closer Look" comments . . .

Throughout the Guide, you will see the  symbol, which tells you there are more insights. These are parts of the web site that we have found during our extensive use of the site, and may be of value to clients.

"Hints" comments . . .

Also throughout the Guide, you will see the  symbol signifying a hint to help you use the web site more effectively. Our years of working with the FDIC web site have uncovered a few ideas for using it better.

Screen shots throughout . . .

To make the web site easier to navigate, we include screen shots of nearly every step, explaining what the screen is saying and including example inputs where appropriate.

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EXAMPLE OF ONE TOPIC – BASIC FACTS ABOUT A BANK OR THRIFT

1. From the Institution Directory screen at <http://www2.fdic.gov/idasp/index.asp>, select the institution of interest, get to "Information Gateway" screen ([learn how](#))

From here, a variety of information about the bank is accessible.

The "Generate History" selection provides a summary of corporate actions (name changes, mergers, etc.). An example:

Date	Event
6/26/1972	Institution established. Original name: Town North National Bank (20727)
6/20/2002	Changed its name to Town North Bank, National Association (20727).
8/12/2002	Changed its name to Town North Bank, N. A. (20727).
8/12/2002	Moved bank headquarters from Farmers Branch, Texas to Dallas, Texas.

The "More Demographic Information" selection gives non-financial information.

Definition	Demographic Information	March 13, 2008	December 31, 2007	December 31, 2007
1	Status	Active	Active	Active
2	Bank Holding Company (Regulatory Top Holder)	See Note!	CU BANK SHARES, INC.	CU BANK SHARES, INC.
3	Certificate#	20727	20727	20727
4	Federal Reserve ID Number	384652	384652	384652
5	Institution Name	Town North Bank, N. A.	Town North Bank, N. A.	Town North Bank, N. A.
6	City/State/Zip	Dallas, TX, 75244	Dallas, TX, 75244	Dallas, TX, 75244
7	Number of Domestic Offices		2	
8	Number of Foreign Offices		N/A	N/A
9	Interstate Offices		No	No
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12	Asset Concentration Hierarchy	All Other Specialization > 1 Billion	All other Over 1 Billion	All other Over 1 Billion