

NEWS RELEASE

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**Lodestone Banking Announces Unique Discovery Process to
Enable Banks to Capture Recurring Revenue**

- Avoids layoffs, branch closings, higher fees or renegotiating vendor contracts -

JAMESVILLE, New York, Dec. 9, 2014 – [Lodestone Banking](#), a provider of comprehensive revenue analysis for banks, announces they offer a unique discovery process designed to locate lost revenue opportunities for banks, without layoffs, branch closings, higher fees, changes to loan loss reserve or renegotiating vendor contracts.

Lodestone’s discovery process has three key elements that are used to gather the needed information to deliver results and create a positive revenue analysis experience.

- Lodestone works with bank’s leadership on a strategy to implement the discovery process that delivers actionable recommendations. A communication is distributed to employees informing them that the project will not involve layoffs and encouraging them to be open to share information.
- Lodestone uses inquiry access to the bank’s core system and, if available, a test bank for modeling and simulations, to identify and perform revenue analysis. The bank’s general ledger, hierarchy structure and product offerings are provided and utilized as research tools.
- Lodestone spends several weeks examining how the bank completes all customer transactions starting with branches and ATM/electronic banking, tracking them through operations and the core system looking for missteps in the revenue cycle that is costing the bank annual income. This analysis is more thorough than is offered by traditional bank consultants, who usually spend only a few days gathering information.

“Our discovery process is designed to be thorough, effective and non-intrusive for busy bank staff,” said Shahin Clark, CEO of Lodestone Banking. “This proven process identifies over \$1 million in new recurring revenue for every billion in assets for our clients.”

About Lodestone Banking

Founded in 1994, Jamesville, N.Y.-based [Lodestone Banking](http://lodestonebanking.com) provides comprehensive revenue analysis for banks. Through the company's unique discovery process, the organization locates overlooked revenue opportunities without layoffs, branch closings, higher fees, changes to loan loss reserve or renegotiating vendor contracts. For more information about the company, please visit lodestonebanking.com.

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