

Partnering with **PROXYTRUST** produces efficiencies far beyond proxy voting for a Midwest community-focused bank.

Proxytrust has been partnering with the bank to develop operational efficiencies since 2005. “We have a very lean staff of extremely knowledgeable professionals. To be successful, our process must be streamlined to keep us focused on meeting the needs of our clients,” stated the Vice President of Trust Operations.

**Based in the Midwest, the Trust Department at this community- focused, relationship-based bank has \$250 million in assets under management or administration and approximately 400 accounts. It provides personal trust, employee benefit and investment management services.**

## WHY PROXYTRUST?

“Proxytrust is focused solely on serving the trust industry and our goal is always to add value to our clients’ operational processes. Our team averages 15 years of industry experience. We know the industry and understand our clients’ challenges and concerns,” said John Jansing, President of Proxytrust.

When selecting a proxy service provider that would interface with its core trust accounting system, this bank needed the following capabilities:

- Automation of proxy voting process
- Capability to customize voting parameters for bank’s own stock
- Ability to customize proxy vote delivery to accommodate individual accounts and additional special situations

The bank chose to work with Proxytrust because of its size and track record of working in the trust marketplace. Proxytrust was easily able to provide the one-off customization the bank needed.

The streamlined nature of Proxytrust processing allows the bank’s trust professionals to focus on what matters most to them: delivering services to their clients. “Proxytrust ensures our clients get the information they need quickly and seamlessly, which ultimately gives me peace of mind,” shared the Vice President of Trust Operations.

Another Proxytrust customer shared the following feedback in its annual survey. “As a new client, services are awesome and a step up as far as ease of use and ease of contacting client representatives.”

## ONLINE PROXY VOTING PLATFORM

“The Proxytrust web platform works really well from a voting standpoint. Everything you need is right there at your fingertips,” stated the Vice President of Trust Operations. She uses the Proxytrust platform for due diligence, to review materials and to run compliance reports.

“I can customize reports and save them as PDF files. I always get the information I need and the report processing function is ideal for compliance. I also love the email reminders that go out to ensure all deadlines are met.”

The Vice President of Wealth Management and Portfolio Management Services uses the online platform for proxy voting and saves additional time using the direct links to SEC filings and company websites.

## PROXYTRUST COST BASIS SERVICE

Proxytrust clients are also able to leverage its partnerships by utilizing industry-leading corporate action services and operations’ tools including:

- BasisPro – Analyzes detailed cost basis information and eliminates inaccuracies in cost basis reporting.
- EstateVal – Provides date of death and alternate date valuations.
- CCH Capital Changes – Delivers cost basis tracking and legacy of unparalleled legal, tax and accounting analysis of corporate actions.

According to the Vice President of Trust Operations, whenever there is a corporate action that requires attention, the Trust Department is able to immediately delve deeper and research the pertinent data points necessary to process the transactions.

## SPECIAL PROCESSING FOR ANNUAL MEETING

The bank’s holding company, which is traded on the OTC market, uses Proxytrust for special processing related to its annual meeting. “Proxytrust creates a special proxy mailing for this meeting which is extremely important to us and is a key component of our relationship with them,” stated the Vice President of Trust Operations.

In Proxytrust’s annual customer survey, 94 percent of clients rated this service as very good to excellent (based on preparation responsiveness, timeliness and accuracy).

## MUTUAL FUND MAILING SERVICE

Proxytrust provides mutual fund mailing services to further streamline Trust Department operations.

“We vote the proxies for our clients, but the underlying plan sponsors need copies of the annual reports. We send Proxytrust the mailing list and they take it from there,” said the Vice President of Trust Operations.

Proxytrust interfaces directly with clients’ core accounting systems to ensure the mailing process is seamless. This service is consistently ranked as one of Proxytrust’s strongest offerings with over 92 percent of customers rating it as very good to excellent.

## PARTNERING WITH PROXYTRUST

“Our relationship goes far beyond proxy voting - Proxytrust is a true partner and I don’t use that term lightly. They are an extension of our team and are always pivotal in getting issues resolved for our clients. Our Proxytrust Relationship Manager understands our business and is responsive, proactive and extremely capable,” shared the Vice President of Trust Operations.

“In our most recent customer survey, 100 percent of respondents stated they would recommend Proxytrust to an industry colleague. Much like our clients, the key to Proxytrust’s success is using our expertise to deliver superior services,” revealed John Jansing, President of Proxytrust.