

# Partners Financial

Federal Credit Union

February 29, 2016


If you feel your financial institution is operating “just fine”, don’t call Profit Motivators International. If you are not prepared to take a good, hard look at how to improve fee income and how to cut unnecessary expenses, don’t call Profit Motivators International. And, if you are not prepared to face the facts about what is actually going on in your financial institution, don’t call Profit Motivators International.

If, however, you need assistance identifying untapped resources, underutilized staff and missed earnings opportunities, don’t hesitate, ....make the call to Profit Motivators International.

I have worked with consultants in the past who offered what I considered to be “sleight of hand” recommendations....reduce teller drawer cash and invest in overnight Fed Funds; consider leveraged transactions with FHLB, take profits now out of your investment portfolio at the expense of future earnings, etc. Not what I was looking for, and the results were short term.

Profit Motivators International, however, delivered on their promise of “at least” a 2:1 return on our initial investment. Peter Henthorn and John Konrade took a matter-of-fact approach to finding opportunities for improvement in our financial institution and helped us along the way with implementation of their ideas. Their long history of conducting successful earnings improvement projects allows them to suggest actual best practices and strategies proven to increase earnings in real-business situations, rather than offering theories based on think-tank philosophies and theoretical projections. PMI doesn’t show you what should work, they show you what does work.

Whether your financial institution is struggling to make a profit, or struggling to become a high performer, make the call to Profit Motivators International. They will help you reach your financial goals.



Mike Coleman  
President/CEO  
Partners Financial FCU