

## FINANCIAL SERVICES ADVISOR™

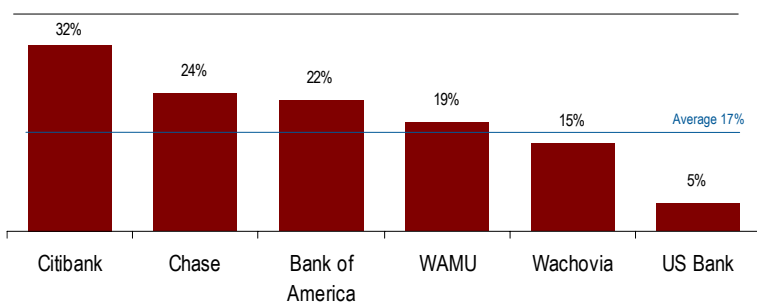
Monthly insights from Compete for financial services executives

### BANKS FAIL TO CROSS SELL SERVICES ONLINE

Looking across six leading retail banks, Compete has found that 83% of the time online bankers who are shopping online for a home equity line or loan do not consider their incumbent bank for this highly valued new product sale. These online-savvy customers shop or research exclusively on competitors' web sites. That leaves a scant 17% of banks' online bankers considering incumbent banks during the home equity research process.

Compete analysis finds that Citibank exceeds the industry average. Nearly one in three of its online bankers who are shopping online for home equity consider Citibank. Citibank has consistently promoted its home equity product with iPod giveaways during the last six months.

Percentage of online bankers in-market for home equity that consider incumbent bank (March - May 2006)



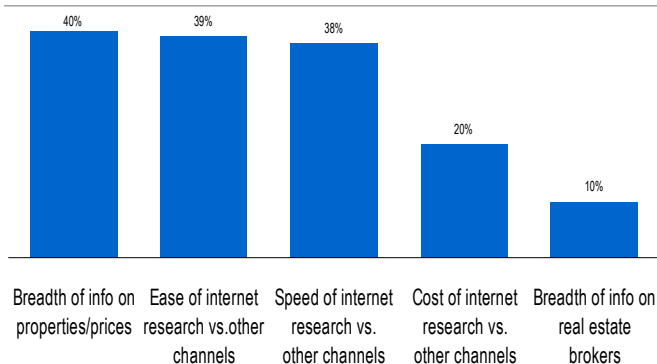
If online bankers aren't considering their incumbent banks, where are they shopping? Online bankers split their visits almost evenly between rival banks, online lenders (such as E-LOAN) and loan aggregators (such as LowerMyBills and LendingTree).

With 5 - 10% of online bankers researching home equity loans and lines of credit at any given time, and less than one in five of them shopping their own bank, the opportunity for all banks to cross-sell more business into their online banking base is significant.

### ONLINE RESEARCH MAKES THE REAL ESTATE MARKET AN OPEN HOUSE

A recent Compete survey indicates that real estate shoppers are finding more value from the Internet than from traditional offline sources. More than half of shoppers find high value in the Internet for their buying and selling needs compared with 19% who find value in offline sources.

#### Why consumers use the Internet for real estate research



Real estate shoppers most often cite the breadth of information on properties and prices, and the speed and ease of research as key reasons for using the Internet.

Consumers are almost twice as likely to utilize a real estate specific domain (e.g., realestate.com) as their primary information source versus a broker site (e.g., ColdwellBanker.com).

By comparing the features and functionality that consumers value, marketers can better prioritize site design and development through a detailed understanding of best practices for online product presentation. More importantly, by recognizing where and how consumers are using the Internet to research real estate purchases, financial service providers can more effectively target mortgage prospects.

Compete's financial intelligence and targeting services measure application, enrollment and cross-sell opportunities across deposit, lending, investing and insurance business lines to help marketers hone strategies and deepen customer relationships.

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