

# WEST SIDE NEWS

FEBRUARY 7, 2008



## Your Money, Your Business

By Tom Stumb

### The rise of the niche bank

For the past two decades, a major trend in the banking industry has led many clients to leave big banks and brokerage houses in search of smaller, niche banks that offer more personalized service along with highly competitive technologies and amenities. As a local bank doing big business, Nashville Bank & Trust (“NBT”) illustrates this trend.

In this age of banking over the internet, there is often a disconnect in the financial world; clients don’t work regularly with financial advisors, and in turn, struggle to fully understand and expand their personal wealth. Recognizing this need for personalized service and education, NBT has been successful and continues to grow and compete with larger financial institutions by offering clients a banking relationship. NBT acquires and maintains enthusiastic clients with industry standard online resources and one-on-one service with experienced bankers

and wealth managers who are “in it for you”.

It’s no secret that each client has unique financial goals and needs. Whether opening a checking account, arranging a personal or business loan, or providing investment and trust management, NBT delivers first-class, comprehensive service that achieves the clients’ goals.

As the retail-saturated, mainstream market of banking continues to turnoff quality clients, seasoned financial advisors have also gravitated toward niche banks where they can offer clients meaningful, long-term relationships in the best environment. Upon its opening in 2004, Nashville Bank & Trust attracted a team of accomplished bankers, each of whom had experience at large, local banks which were acquired by super regional banking firms. Tom Snyder, Don Shriver, Lynn May and Bryant Tirrill, were all seeking an institution that served clients the old-fashioned

way; they found that at NBT.

More recently, NBT successfully recruited Greg Irvin, a long-time, Nashville private banker. Irvin recognizes “the quality relationships he can develop with clients in the professional environment NBT has created.” Senior Vice President and Trust Officer Steve Davis was thrilled when Irvin joined the team at Nashville Bank & Trust, “Greg and I worked together in our early years of banking, back when bankers were trained how to take care of clients.” Davis went on to say, “In the heyday of banking in Nashville, it was standard that clients were treated like neighbors instead of profit centers. There weren’t nearly as many banks in town, and banking and investment products weren’t nearly as commoditized. Since people were treated with respect, neither clients nor their bankers switched banks very often. Of course, it’s much different at big banks today, where bankers are moved around so often that many clients say they don’t know anyone at the bank anymore.”

Tom Snyder, head of private banking at NBT, put it this way: “During my time at the large bank, before coming to NBT, Don Shriver and I were asked to push certain products at our clients. This made us, and many of our clients, quite uncomfortable. At NBT, we are blessed to have very

experienced, knowledgeable wealth managers, like Derrick Jones, Steve Davis and Patty Love, who take excellent care of our clients’ trust and wealth management needs. Together, we comprehensively satisfy the clients’ desire to be served by trusted financial advisors.”

Bryant Tirrill elaborates, “At NBT, the very first objective we have with each and every client is to analyze and investigate their financial situation and goals. Only after this thorough analysis will we make a proposal to the client about ways NBT can add value for them, their business and/or their family. This client-centric approach works best whether the client needs a loan or investment management advice.”

“Always doing the right thing is our promise to each and every client,” added Bank Chairman and CEO, Don Thurmond. “It requires more work and more experience than larger banks typically are willing or able to dedicate. At NBT, it’s the way we learned to treat clients back in the good old days and it’s the way we will continue treating clients for years to come.”

*Tom Stumb is President of Nashville Bank & Trust, a full-service bank providing private banking, wealth management and trust services. He can be reached at [tom.stumb@nashvillebankandtrust.com](mailto:tom.stumb@nashvillebankandtrust.com) or visit [www.nashvillebankandtrust.com](http://www.nashvillebankandtrust.com).*

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4525 Harding Road

Suite 300

615-515-1700

[www.nashvillebankandtrust.com](http://www.nashvillebankandtrust.com)

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# The rise of the niche bank, *continued*

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