



Deposit Insights: Growth Strategies for CDFI's

2018 CDBA Peer Forum and Membership Meeting

Presented by:

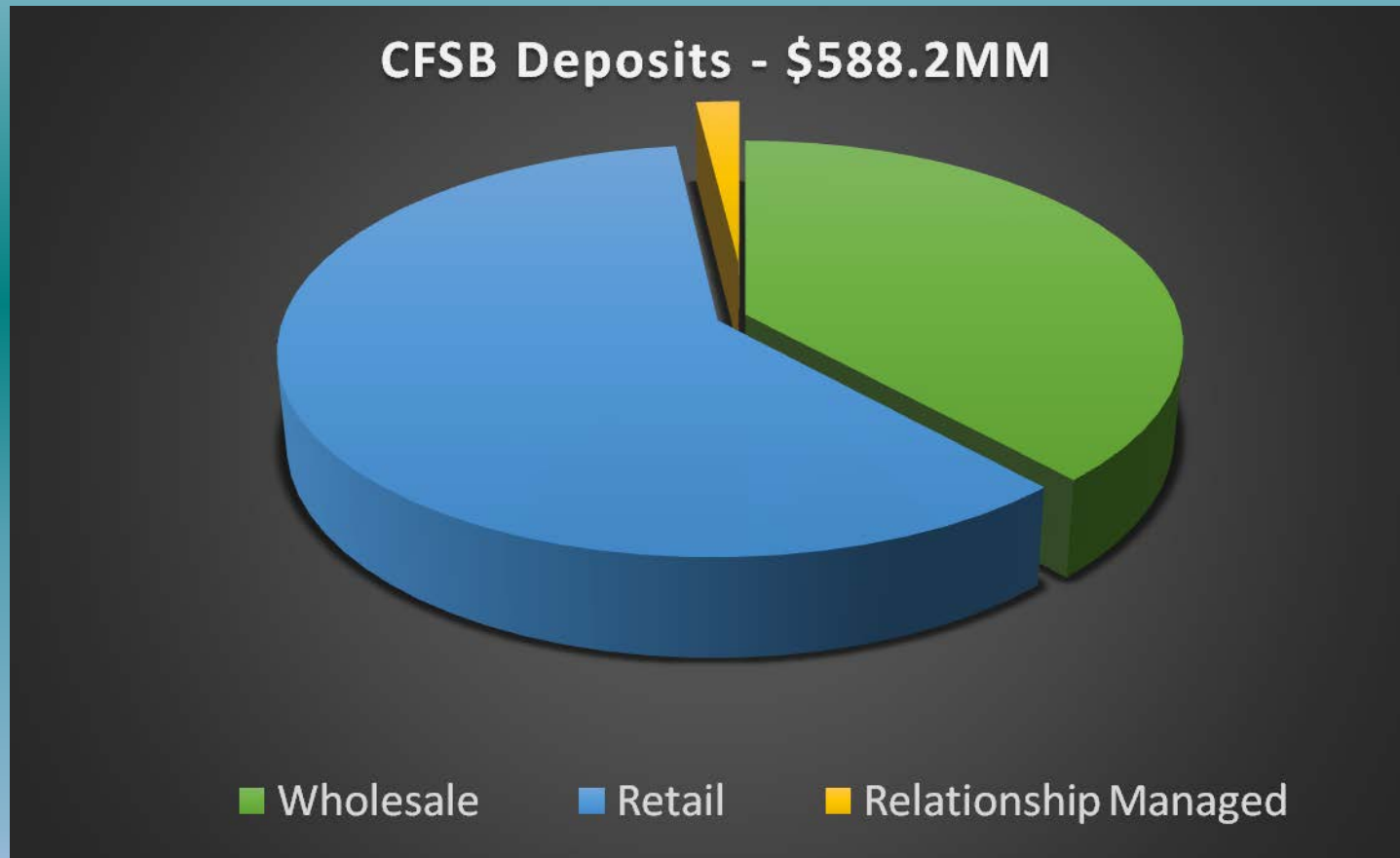
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Chief Executive Officer



CFSB Deposit Overview

Nine Branches Serving Four Boroughs: Brooklyn, Manhattan, Queens and the Bronx



CFSB Market – NYC – Renters Market

- **The number of renters in New York City grew more than 5.4 million in 2016 as the city lost roughly 100,000 homeowners over the last decade, according to recent U.S. Census data.**
- **NYC Renters now make up nearly two thirds — 65.1% — of the city's population, up from 60.6% in 2006.**
- **The number of homeowners in the city shrunk by 3.8% to about 2.9 million over the same 10-year period, meaning roughly 34.9% of New Yorkers are homeowners.**
- **Huge deposit business opportunity for Tenant Lease Security Services.**

CFSB Deposit Strategy

- **Non-Profit Partners**
- **Carver Tenant Lease Security Services**
- **Wholesale and Broker Deposits**

CFSB Deposit Strategy – Non-Profit Partners

- **Non-Profit Partners – Mission Aligned Partners**

- *Carver Non-Profit Partners*

- Addicts Rehabilitation Center
 - Upper Manhattan Empowerment Zone
 - Harlem Academy
 - Hope Community
 - Bedford Stuyvesant Restoration Corporation

CFSB Deposit Strategy – Tenant Lease Security

- **Since 2008, Carver has offered tenant lease security services for Real Estate owners, agents and managers of multi-family residential, commercial and cooperative properties.**
- **Target focus is on owners of buildings with four or more units who need an easy, efficient way to hold rent security deposits. Funds are placed in an interest-bearing account, which earns a competitive rate.**
- **Carver handles the record-keeping and disbursement of interest earnings to the tenants.**



CFSB Deposit Strategy – Wholesale and Broker

- **Wholesale and Broker Deposits - Supplemental Strategy to Support Lending Activity**
- **Broker Deposit Customers, Rates and Terms are Closely Monitored for Regulatory Soundness**

CFSB Conclusion

- **Identify Strong Non-Profit Organization Partners**
- **Leverage Relationship with Commercial Multi-Family Real Estate Owners**
- **Explore Supplemental Deposit Opportunities as a Liquidity Strategy**