Tiering 2015
TIERING INSTRUCTIONS:
USPB 2015 Client Tiering   In general, fill in all cells that are highlighted. Specific details
 below and on the "worksheet guide" tab
Source: Dbforce Output 1.12.2015   Step 1: Review all data to confirm accuracy/indicate if some
thing has changed since 2013
Step 2: Fill in the yellow blanks (the key data points)
Total Relationships   SUBTOTAL(3,F11:F113)=103   Step 3: Fill in green blanks (will only see
green if customer is tier 1 or 2 and has no industry group)
Clients COUNTIF(G11:G113,"Client")=10   Step 4: Fill in red blanks (will only see orange if customer
 is prospect and has no revenue potential)
Prospects   G5-G6=93
Sorted by Client/Prospect--> Tier--> Rel Name
GCIS Customer Number   GCIS
Number   Customer
ID   Function   Relationship Since   Relationship Name   Client/
Prospect   Customer Owner CBV 2014   Rev 2014   Relationship Tier   Estimated Re
lationship Net Worth   Estimated Relationship Investable Assets   Breadth of Client Needs (# o
f products)   Estimated Total Revenue Potential ($M per annum)   Estimated Revenue from New B
usiness in the coming year   If No Potential Prospect, keep relationship Active?   Strength of
YOUR Relationship with Customer
(1-5, 1 is strongest)   Relationship Segment   If Relationship Segment is "Other," Describe Other
Industry Group (coincides with CIB categories)

00000483290   483290   0016000000piPnF Banker 8/26/2013   SOUTHERN FINANCIAL RELATIONSHIP Clie
nt   Paul Morris   3.3051381928021E8   779754.40019   Tier 1   >$500 M >$500 M 3 - 4   >$50
0K $100 - 250K   2-Top advisor for select product(s)   Entrepreneur   Financial Institutio
ns

00000456320   456320   0016000000QsL2H Banker 10/28/2010   LEIMER, DOMINIQUE RELATIONSHIP   Clie
nt   Paul Morris   3040.71557   22.84132   Tier 3   <$10 M <$10 M 1 - 2 $50 - 100K
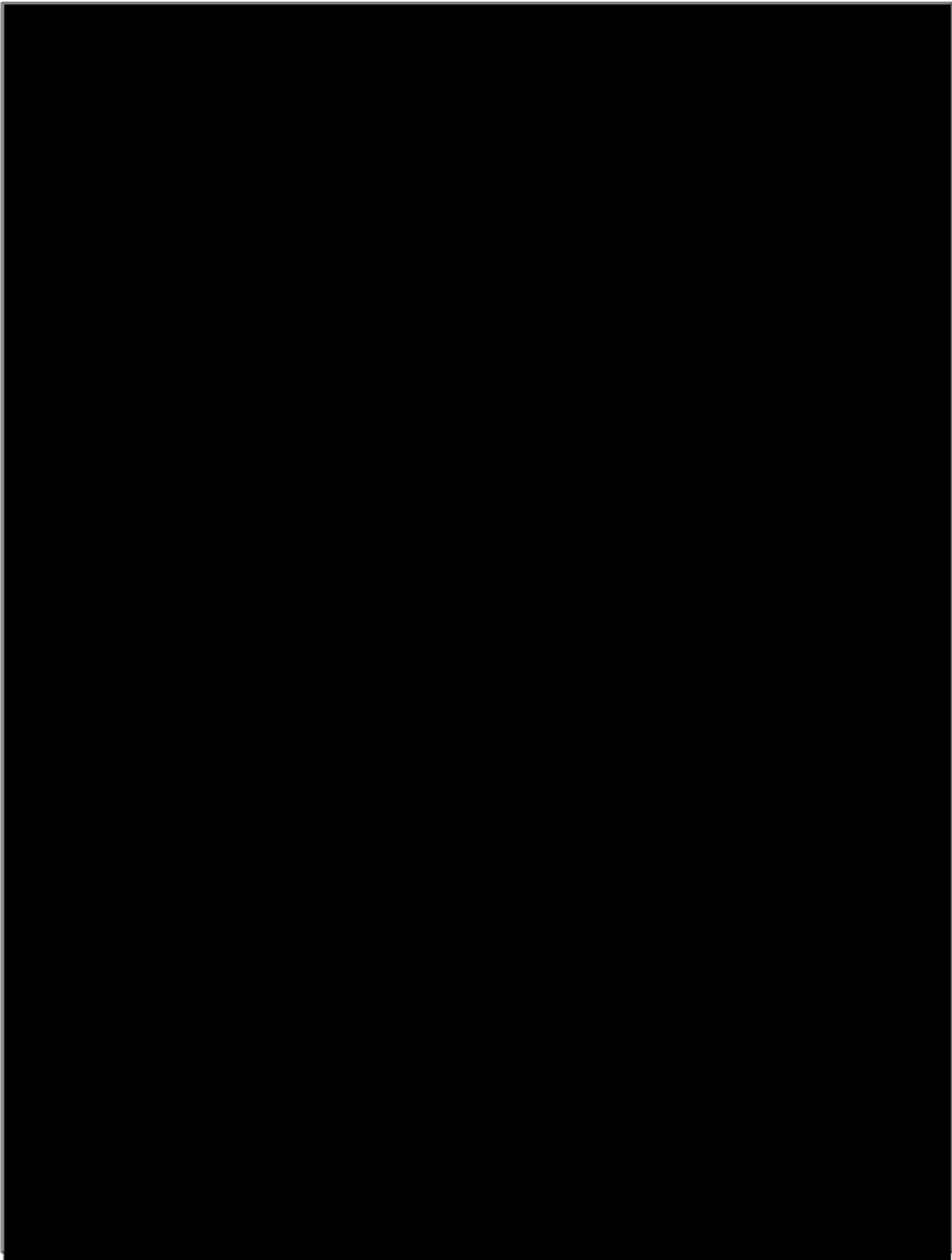
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00000496076      496076    00160000015T9MH Banker   JSC INTERIORS LLC RELATIONSHIP   Prospect        Paul
 Morris Tier 2  1 - 2   <$25K   <$25K    5-Not actively pursuing strategic dialogue      Entrepreneur
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00000496076      496076    00160000015T9MH Banker   JSC INTERIORS LLC RELATIONSHIP   Prospect        Paul
 Morris Tier 2  1 - 2   <$25K   <$25K    5-Not actively pursuing strategic dialogue      Entrepreneur
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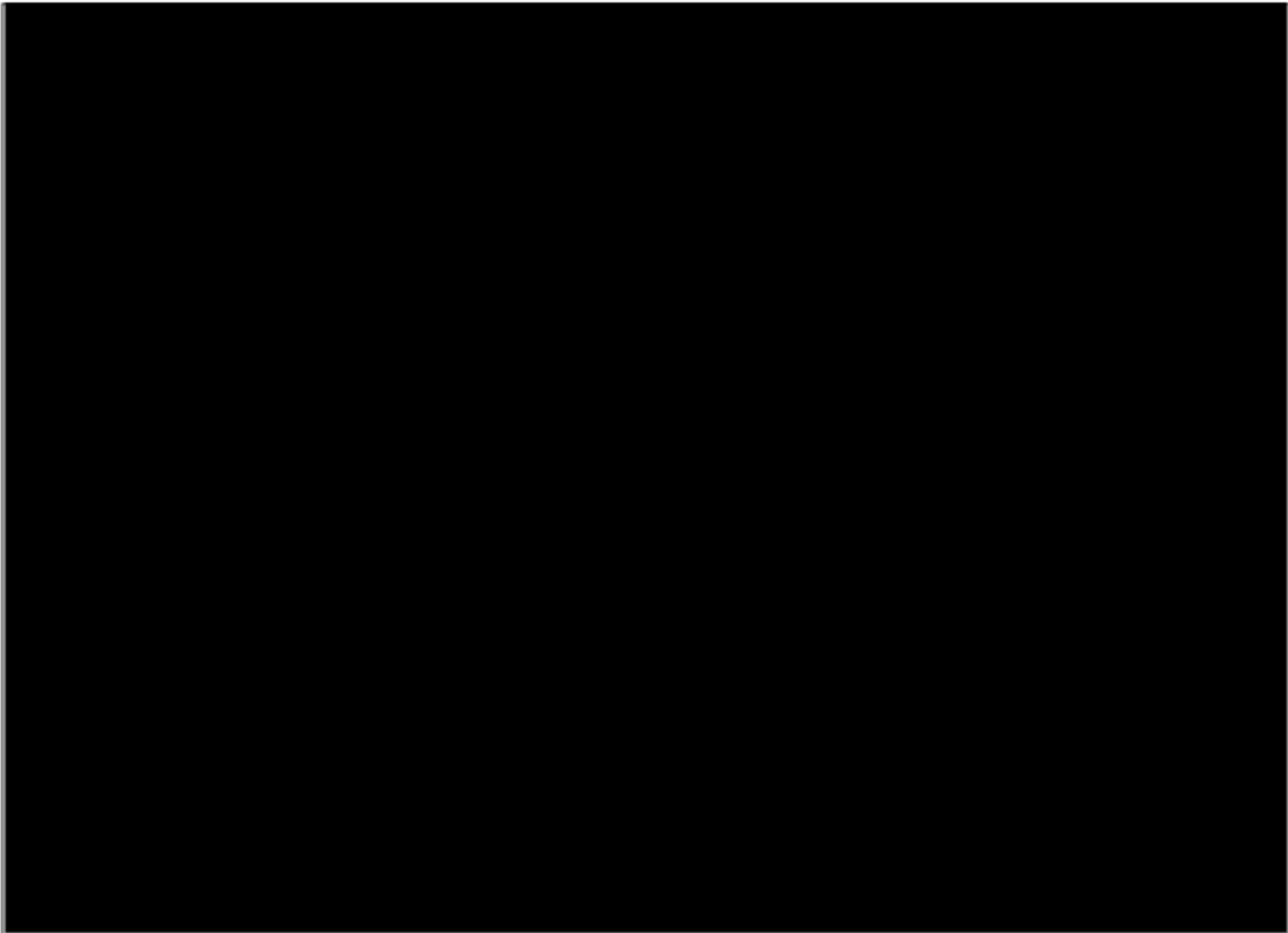
Worksheet Guide
2015 Relationship Tiering Worksheet Guide
Worksheet Values
1   2   3   4   5   6   7   8   9
Relationship Classification   Estimated Relationship Net Worth   Estimated Relationship Investable Assets   Breadth of Client Needs (# of products) Estimated Total Revenue per annum   Estimated Revenue from New Business Strength of the Relationship   Relationship Segment   Relationship's Industry Group
Pick List   Tier 1 >$500 M >$500 M 4+   >$500K >$500K 1- Lead advisor/strategic partner for relationship Corporate Executive   Consumer
Tier 2 $100 – 500 M $100 – 500 M   3 – 4 $250 – 500K $250 – 500K   2- Top advisor for select product(s)   Financial Sponsor   Natural Resources
Tier 3 $50 – 100 M $50 – 100 M   2 – 3 $100 – 250K $100 – 250K   3- Strategic dialogue but not a top advisor Entrepreneur   Healthcare
$25 – 50 M $25 – 50 M   1 – 2 $50 – 100K $50 – 100K   4- Developing strategic dialogue   *Established Wealth   Industrials
$10 – 25 M $10 – 25 M $25 – 50K $25 – 50K   5- Not actively pursuing strategic dialogue Family Office   Real Estate Gaming Leisure & Lodging
<$10 M <$10 M <$25K   <$25K   Real Estate   Financial Sponsors
No Potential   Other   Technology
Media/Telecom
Financial Institutions
Other
Not Applicable
Comments   How to choose a Tier? Use the below as a rough guideline: Assets less liabilities (assets do not need to be at DB)   Liquid assets (assets do not need to be at DB) Products include: Custody, IA, Trust, Brokerage, Lending, Deposits Estimate of TOTAL revenue per annum, including both existing and new business   Estimate of total NEW business revenue per annum   Use above guide to show overall strength of relationship between YOU and the client. In general, 1 is strongest, 5 is weakest. *Established Wealth indicates money sourced from inheritance/ longstanding family wealth   Assumption is that relationship is currently active in the industry space

	Tier 1	Tier 2	Tier 3
Net Worth	>100 M	25-100 M	<25 M
# of Products	3-4	2-3	1-2
Rev Potential	>1 M	500K – 1 M	<500K

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