

Supercharge Your Treasury Management: An \$8B+ Northeastern Bank's Success Story with ZEscrow

Challenges and Objectives:

An \$8B+ bank headquartered in the Northeast had a strategic plan to grow deposits by targeting multiple niche business verticals across the communities it serves.

They were previously using another commercial escrow tool but found the cost was prohibitive and the functionality limited. They chose ZEscrow for back office efficiency and the opportunity for deposit growth.

How ZEscrow Helped:

ZEscrow is a responsive web application built around two major use cases: Three-party accounts and sub-ledgering. ZEscrow was constructed to be configurable around these generic use cases. The new platform meets the complex needs of this bank and has become their "go-to" product in market to support their deposit growth goals.

In three-party accounts there are three parties who are concerned with the contents of the account: (1) a financial institution, (2) an organization that deposits money at the institution on behalf of someone else, and (3) the clients or beneficiaries of the organization. There are several types of businesses who need these types of accounts, including but not limited to, attorneys, 1031's, IOLTAs, property managers, nursing homes, funeral homes and healthcare.

Three-party accounts



Sub-ledger accounts Municipality example

Without ZEscrow
Master account with \$400,000

\$400k

With ZEscrow
Subaccounts totaling \$400,000

Police
\$100k

Fire Dept.
\$100k

Education
\$100k

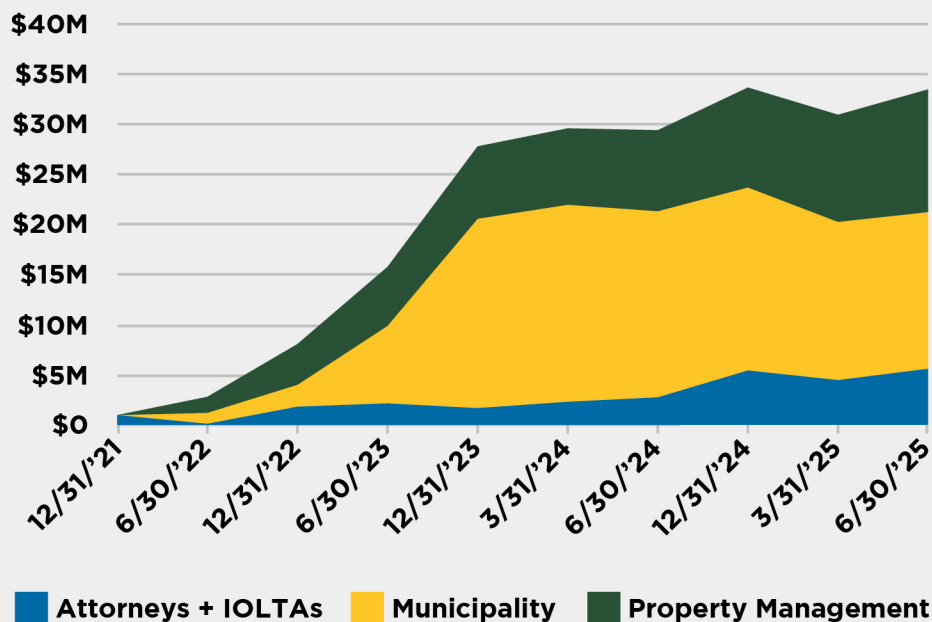
Roads
\$100k

Sub-ledgered commercial deposit account are single accounts with one or more divisions of funds within the account. There is a clear delineation between funds in the sub-ledgers or subaccounts, including transactional tracking of any money moved into or out of any of the subaccounts and any interest earned by the money in each separate subaccount, as well as robust reporting tools and statementing for each subaccount.

Over 3 years the bank saw significant growth across three key verticals:

- **Attorneys + IOLTAs**
- **Municipality**
- **Property Management**

These three segments represented \$1MM of this bank's commercial deposit base at the end of 2021, and by mid-2024 have grown to nearly \$30MM.



Popular Property Management Features

- Flexible foldering system
- Bulk data upload
- DocuSign Integration for fast and easy tax documentation collection
- Customizable interest splitting

Popular Municipality Features

- Interest tracking & allocation
- Reporting to the subaccount level
- Interest rate calculation by subaccount
- Robust reporting tools
- Opening and closing accounts online

Popular Attorney Features

- Multiple interest rate configurations
- Anytime secure online access
- Document depository
- Account number generation
- Advanced reporting capabilities

“ZEscrow has been the game-changer we needed to support our aggressive deposit growth goals. We are pleased with the success we have experienced since implementing this platform. ZEscrow has become our go-to product in the market, allowing us to effectively navigate the complexities of our industry. We highly recommend ZEscrow to any financial institution looking to unlock their full potential and drive substantial growth. Its innovative features and unparalleled support have proven instrumental in our journey towards success. Partnering with ZSuite Tech and leveraging the capabilities of ZEscrow has been a game-changer for our bank, empowering us to thrive in a highly competitive market.”

Bank Vice President

To learn more about ZEscrow, request a demo