

## Enhancing Deposit Acquisition and Efficiency: \$4B Bank Leverages ZEscrow for 1031 Exchanges

### Challenges and Objectives:

This \$4B bank headquartered in the southwest is a private bank with a commercial focus that couples highly experienced and talented bankers with innovative technology. They have been one of the fastest growing banks in the country over the last several years.

One of their main target areas for deposit growth is 1031 exchanges. With ZSuite Tech's new ZEscrow platform to manage and service three-party accounts, this bank believed that the ZSuite partnership could provide a rapid boost in commercial deposit acquisition within this target market.

This bank chose ZEscrow because of their innovative technology and their ease of use for the back office and commercial customers. Their early adoption allowed them to influence the ZEscrow product roadmap.

### How ZEscrow Helped:

ZEscrow is a responsive web application dedicated to digital commercial escrow and subaccounting. The platform accommodates a variety of entities and organizations searching for three-party account or sub-ledgering solutions.

ZEscrow presents an ideal solution for banks that aim to cater to 1031 exchanges. It offers an array of features including interest rate calculation by subaccount, facilitating wire instruction, open and closing accounts, anytime secure access for the FI and the Qualified Intermediary, document depository, and account number generation.

With these features, banks can rest assured that their 1031 exchanges will be done seamlessly and proficiently on ZEscrow, making it a go-to provider for banks.

### Popular 1031 Exchange Features

Interest rate calculation by subaccount

Opening & closing accounts online

Document depository

Anytime secure access for the FI and the QI

Facilitate wire instruction

Secure access

Account number generation

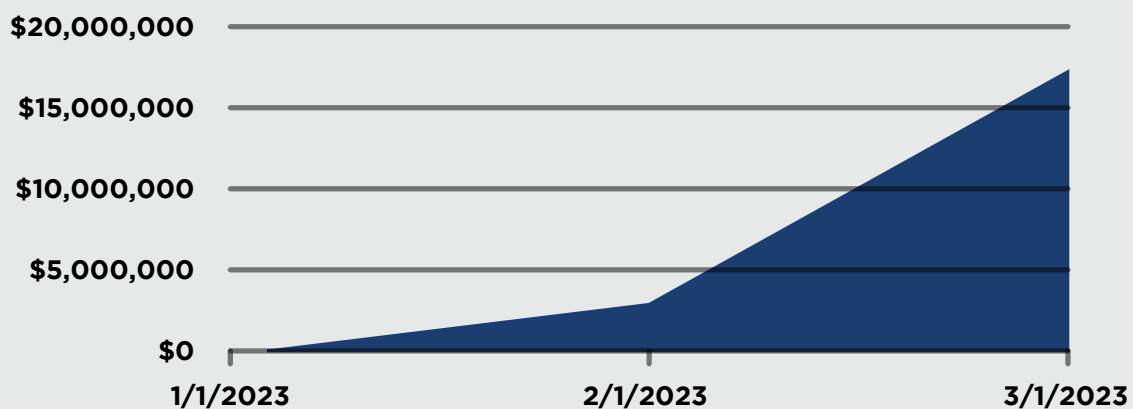
“We recently started focusing on 1031 customers. I had the chance to speak with one of our recent 1031 exchange customers who had initially been reluctant to make a move. However, after a fantastic demo led by our partners at ZSuite, she saw the potential for improvement and decided to make the switch. ZSuite was instrumental in helping us onboard 27 accounts with over \$10 million in deposits in less than two months, which was a significant and rapid victory.

This customer has been delighted with the ZEscrow system. She loves the user interface and finds the navigation to be intuitive and natural. One of the enhancements she particularly appreciates is the ability to enact closing wire transfers directly within the ZEscrow platform. This feature saves her time and clicks, providing a convenient experience, especially considering the nature of 1031 accounts that often involve large sums of money and multiple properties.

I truly appreciate our partnership with ZSuite and the tremendous opportunities it has unlocked for all of us.”

**Treasury Management Sales Officer  
& Western District Team Lead**

**Initial 1031 Deposit Growth at the Bank**



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