

Bank employee Peggy Slack talks with a customer.



business conditions and needs. It also helps fill a void that has resulted from industry consolidation and the emergence of national banking giants.

With 30 years of experience, Deutsch is no stranger to the banking industry. Before joining Team Capital, he spent significant time at the former First Valley Bank, Brown Brothers Harriman and Co. and Commerce Bank. Other employees have plenty of experience under their belts as well. In fact, their average length of banking involvement is 15 to 20 years.

New approaches to banking

“We don’t claim to have reinvented banking,” Deutsch says, “but we strive to do everything just a bit better.”

For example, the bank offers a simplified process for opening new accounts, free checking and a customer-friendly pricing structure.

The bank has also eliminated many “nuisance fees.” Just about every other financial institution will assess a fee if you use an ATM machine that’s “out of network.” But with Team Capital, machine access is free, no matter what kind of ATM you use. And if you are hit

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with a fee by another bank, Team Capital will reimburse you.

The bank provides a comprehensive set of financial services, including retail and commercial banking products- checking, savings and money market accounts, CDs, IRAs and business/personal loans, among others- plus mortgage banking and commercial lending services.

An Experience You Can Trust

Quality Service at Team Capital Bank

BY: FRED JERANT
PHOTOGRAPHS BY: STEFAN SIEGEL

As soon as you step into Team Capital Bank, the aromas will probably stop you cold. Gourmet coffee? Chocolate chip cookies? In a bank?

“We bake and brew right in the office every morning,” says James F. Deutsch, President and CEO. And those tasty treats are just one of the ways that Team Capital Bank separates itself from the competition.

Team Capital Bank was organized in late 2005 in Flemington, New Jersey by Martin D. Cohen, Esq., a partner in Cohen & Feeley, and James G. Petrucci, president of J.G. Petrucci Co., Inc.

The initial capitalization goal was \$30 million, but the management team actually raised \$48 million. Another group might have used the excess to fund additional rapid growth, but Team Capital took a different approach.

“We realized that we would have a certain level of growth, regardless of the level of capital that we could raise,” Deutsch says. “The extra \$18 million actually wouldn’t have helped that much- so we returned it to our investors.” The move was also intended to help their investors enjoy a better rate of return; the extra cash would have diluted the return.

Over the next several months, they recruited other directors, including The Honorable Patrick J. Toomey, President and CEO of the

Club for Growth, and Deutsch.

“Our plan was to open a series of community banks,” says Deutsch.

So far, Team Capital operates in four locations: its original office in Flemington, a branch in Bethlehem, an “agency office” in Phillipsburg that functions strictly as a business development facility and the newest community office in Doylestown, which opened in January 2007.

Plans are underway to open two new branches in Allentown in 2008. Another New Jersey location is being added in Somerville, scheduled to open early this year.

“Within five years,” Deutsch says, “we could be in five or six regions, with several branches in each region to serve the needs of their communities.”

Team Capital Bank is convinced that community banks, by their nature, can provide better service to area customers. For example, Team Capital Bank’s offices are managed locally, and the board of directors in Flemington is separate from the boards in the Lehigh Valley and Bucks County. Only the support functions are operated in a central location.

“This helps us take a more personalized approach to banking,” Deutsch says. There’s less bureaucracy, and the local staff will be better attuned to the area’s



Deutsch says the bank designed its product suite to be simple to understand. "We don't try to offer every possible product," he says. "Instead, we're sticking with what most of our customers want."

Team Capital Bank also offers a broad list of convenience services, including one that is changing the way people bank: the "Mean Green Deposit Machine." Basically a check scanner, the shoebox-sized device enables small and medium businesses a way to deposit checks from the comfort and convenience of their offices.

Instead of making daily trips to the bank, businesses using the device can make deposits several times during the day. The web-based service will scan checks, edit and store them and allow users to view electronic records and images to confirm deposits. The device can also batch-process checks in groups of 40. And because Team Capital posts these transactions until 5 p.m., you'll have access to your funds the very next day. Deutsch says only about 25

percent of banks nationwide offer this type of service.

Team Capital's online banking system allows customers to conduct a good deal of their financial business at any time. If you're apprehensive about banking online, try the Tele-Bank program. Using a touchtone telephone, you can check account balances, transfer funds between accounts, review transaction activity and make loan payments.

Its Debit MasterCard™ lets you obtain cash, transfer funds between accounts and make balance inquiries. You can also use it to purchase goods or services anywhere a debit card is accepted, while avoiding finance charges and transaction fees.

Direct deposit isn't limited to pensioners and Social Security recipients. In fact, your employer might already offer this service. In addition, personal banking customers that utilize direct deposit are qualified for a free, interest-bearing checking account.

The bank is using this mix of popular


products and personalized service to draw in a diversified customer base. That's why Team Capital's "typical customer" doesn't really exist.

"We want to have a mix of small and medium businesses- professional corporations, retailers and the like- as well as individuals and families," Deutsch says.

Strategies for the future

Team Capital Bank used a fairly simple strategy to get started. "We picked out our first three locations because they were good markets; we liked their growth rates and demographics," Deutsch says.

And the bank plans to use that strategy in the future. Although each additional region will have its own set of challenges, Team Capital Bank's decentralized approach seems ideal for meeting them.

"We don't want to expand so much that we lose sight of what we have," Deutsch says. "And that's going to be the key to our success." 

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