



Strategies for Marketing Your Farmer Mac Program

April 2014

Presenters

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Panelists

Keith Knuppe, Vice President, First State Bank of Warner,
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T.J. Wilson, Community President, Union State Bank,
Horton, KS., TJWilson@mybankusb.com

3



Agenda

- Programs Available
- Farmer Mac Update - 2013
- What Is A Marketing Plan?
- Offensive vs. Defensive Tactics
- ABA and ICBA Loan Products
- Advertising and Marketing Examples
- Panelist Questions
- Loan Incentive Programs – Farmer Mac

4



Strategies To Compete

- Sellers are using Farmer Mac to:
 - Preserve existing relationships
 - Attract new high quality clients
 - Grow with your larger producers
 - Generate fee income opportunities
 - Diversify portfolio risk
 - Reduce capital requirements
 - Increase loan, deposit, and other cross sell opportunities
 - Offer competitive fixed rate products



Programs

- Farm and Ranch Loan Purchase Program
 - Farmer Mac underwritten and third-party servicing
- Farmer Mac II
 - Purchase of guaranteed portions of USDA loans
 - » Farm Service Agency and Rural Development

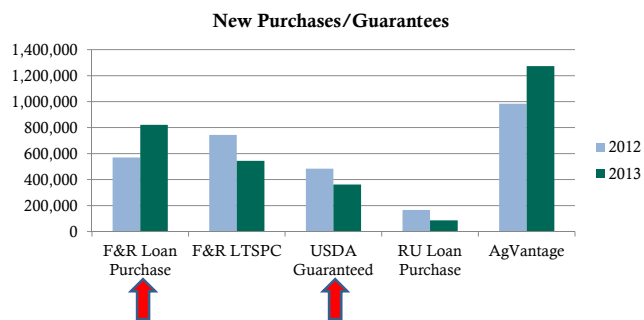


Farmer Mac Update



2013 New Business



- New business volume through 12/31/2013



- Farm and Ranch loan purchase activity remains strong, up 44% over 2012
- USDA Guaranteed pace has slowed down in the wake of USDA budget issues

Portfolio Snapshot

	12/31/13	12/31/12	Difference	
F&R AgVantage®	\$ 4,509,650,000	4,309,200,000	\$ 200,450,000	4%
F&R LTSPC	\$ 3,027,613,000	\$ 3,067,438,000	\$ (39,825,000)	(1%)
F&R Loans	\$ 2,135,467,000	\$ 1,679,851,000	\$ 455,616,000	27%
Farmer Mac II	\$ 1,687,116,000	\$ 1,615,579,000	\$ 71,537,000	4%
Rural Utilities	\$ 2,590,465,000	\$ 2,343,120,000	\$ 247,345,000	11%
Program Totals	\$ 13,950,311,000	\$ 13,015,188,000	\$ 935,123,000	7%

- As of December 31, 2013, the portfolio totaled \$13.95 billion, a \$935 million increase over the \$13.01 billion portfolio as of December 31, 2012
 - F&R Loan Purchase portfolio increased by \$455 million or 27% 
 - F&R AgVantage® portfolio increased by \$200 million or 4%
 - F&R LTSPC portfolio decreased by \$39 million or 1%
 - Farmer Mac II portfolio growth slowed to \$71 million or 4% 
 - Rural Utilities portfolio increased by \$247 million or 11%

9



Is A Marketing Plan Important?

*“There are three kinds of companies.
Those that make things happen.
Those that watch things happen.
Those that wonder what happened...”*

*So we have to ask ourselves....
Which One Are We ???*

10



So What Is A Marketing Plan?

- A marketing plan is a written document that spells out
 - a. your goals and how to align with your goals
 - b. the strategies & tactics to gain and/or maintain a competitive position
 - c. the results sought
 - d. how you will reach your target audience

11

Steps to Your Marketing Plan

- **Conduct an Overall Assessment** – Look at your current marketing materials, what is working and not working. How do your customers perceive you?
- **Set Your Goals** – Goals should be specific, attainable and measureable. They should align with your company objectives.
- **Determine Your Target Audience** – Critical to know who they are and how best to reach them.
- **Perform Research** - Surveys, internet, focus groups.
- **Determine Your Strategy** – Your strategy will outline how your product or service will be promoted to your target audience.
- **Define Your Tactics** – Determine which appropriate tactics to utilize to meet your goals. Ads, postcards, radio, etc.. How do you implement it? Why should you use it? What do you expect for an outcome? Can you track and measure it? Does the tactic stay within budget?
- **Evaluate Your Plan** – Is it working? Do you need to adjust it? Give it time to work.

12

Successful Banks Have A Champion!



13

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 Financing Your Future

Successful Banks Have A Champion! What Do We Mean By This?

- **Understand and Know Farmer Mac Programs** – Is their new loan request best for the Farm & Ranch program or Farmer Mac II?
- **Eyes Are Focused On the Prize** – They focus on the goals that have been set.
- **Ears Are Wide Open** – They listen to what the customer needs and delivers. Sometimes innovative.
- **Willing to Adapt and Learn to What Customers Want and Need**
- **They Lead Other Staff Members by Example and Motivate Others**



14

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Offensive vs. Defensive Tactics



Defensive Marketing

1. Can handle larger agricultural producers who may be over the seller bank's lending limit. \$12 million max., \$30 million max..
2. Can offer a variety of long term amortizing loan products to your customers.
3. Can provide long term fixed rate products to customers out to 25 years fixed.
4. Prevents your customers from shopping other lenders. You are able to take care of your customer.
5. Will offer long term loan products only when customer demands it. Not proactive.

Offensive Marketing

1. Proactive marketing to grow your business portfolio.
2. Opens new doors and opportunities for new customers and business.

Offensive Marketing - Mine The Balance Sheet

1. Is the balance sheet properly structured? Use operating line for capital purchases or improvements in the past? Adequate working capital for future needs?
2. Any real estate loans that should be fixed to minimize future risk?
3. Any participation loans that can be pulled back in and help your institution's bottom line by placing the real estate loan with Farmer Mac?

ASSETS		DOLLARS	LIABILITIES		DOLLARS
CURRENT ASSETS			CURRENT LIABILITIES		
Cash/Savings	\$1,330	(K) Notes Payable (Short Term)	\$604.80		
(A) Livestock to be Sold	\$0	(K) Current Maturities - Term Debt (Prin due in 12 mo.)	\$219,250		
(B) Grain and Feed on Hand	\$128,020	(L) Accounts Payable	\$0		
(C) Marketable Securities/Cash Value Life Insurance	\$0	(M) Accrued Interest (All Debt)	\$60,150		
(D) Prepaid Expenses/Cash Invested in Growing Crops	\$183,000	(M) Accrued Taxes/Rentals	\$0		
(E) Acct's Rec / Notes Rec (short term) w/ accrued int.	\$340,000	Contingent Income Tax Liability			
		Credit Cards	\$15,020		
TOTAL CURRENT ASSETS	\$652,350	TOTAL CURRENT LIABILITIES	\$899,230		
INTERMEDIATE ASSETS			INTERMEDIATE LIABILITIES		
(F) Breeding Livestock	\$70,000	(K) Intermediate Term Liabilities	\$263,560		
(G1) Equipment	\$1,478,900				
(G2) Vehicles	\$18,000				
(H) Non-Marketable Investments	\$0				
(I) Acct's Rec/Notes Receivable (Interm. Term)	\$0				

Offensive Marketing - Mine Schedule E – Tax Return

- Are there any outside entities listed on Schedule E of the personal return that you can discuss, fixing rates, restructuring the balance sheet etc.?

Form 1040		Department of the Treasury—Internal Revenue Service (99)		2013	OMB No. 1545-0074	IRS Use Only—Do not write or staple in this space.
For the year Jan. 1-Dec. 31, 2013, or other tax year beginning				, 2013, ending		, 20
Your first name and initial		Last name		See separate instructions. Your social security number		
If a joint return, spouse's first name and initial		Last name		Spouse's social security number		
Home address (number and street). If you have a P.O. box, see instructions.				Apt. no.		▲ Make sure the SSN(s) above and on line 6c are correct.
City, town or post office, state, and ZIP code. If you have a foreign address, also complete spaces below (see instructions).				Presidential Election Campaign Check here if you, or your spouse if filing jointly, want \$3 to go to this fund. Checking a box below will not change your tax or refund. <input type="checkbox"/> You <input type="checkbox"/> Spouse		
Foreign country name		Foreign province/state/country		Foreign postal code		
Filing Status		1 <input type="checkbox"/> Single 2 <input type="checkbox"/> Married filing jointly (even if only one had income) 3 <input type="checkbox"/> Married filing separately. Enter spouse's SSN above and full name here: ▶ 4 <input type="checkbox"/> Head of household (with qualifying person). (See instructions.) If the qualifying person is a child but not your dependent, enter this child's name here: ▶ 5 <input type="checkbox"/> Qualifying widow(er) with dependent child				
Exemptions		6a <input type="checkbox"/> Yourself. If someone can claim you as a dependent, do not check box 6a. b <input type="checkbox"/> Spouse c Dependents: (1) First name, last name (2) Dependent's social security number (3) Dependent's relationship to you (4) <input checked="" type="checkbox"/> If child under age 17 qualifying for child tax credit (see instructions). Boxes checked on 6a and 6b: No. of children on 6c who: • lived with you • did not live with you				

19

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Offensive Marketing - Mine The Courthouse

- Mine the mortgages filed of record at the recorders office for new business. Check date and rate. Send letters to prospects.



20

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Offensive Marketing – Cross Sell

- Provide a long term fixed farm real estate loan.
Cross-sell your _____.
- a. Operating loan
- b. Machinery loans
- c. Consumer loans
- d. Financial products

21


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Offensive Marketing Examples Blended Rate - \$1,000,000 Request

- 15 year fixed - \$750,000 at 5.00% = \$37,500
- 5 year ARM - \$250,000 at 3.80% = \$ 9,500
\$47,000

- $\$47,000 / \$1,000,000 = 4.70\%$ average rate

22


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Financing Your Farm Success

Offensive Marketing Examples Fast Track - \$1,500,000 Request

- Farmer Mac - \$1,000,000 - Fast Track – Choice 1st mortgage - 15 yr. fixed
- Seller Bank - \$500,000
2nd mortgage - 5 year ARM or 5 year Balloon

23



Offensive Marketing Examples - AgEquity Line of Credit

AgEquity LIBOR	20/25/30	Varies	1.70%	1.85%
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- General requirements:
 - Revolving line of credit loan secured by 1st mortgage on ag real estate
 - Maximum LTV of 50%
 - Revolving period of 5 or 10 years / total loan term of up to 30 years
 - Indexed to 1-Month LIBOR (monthly adjust)
 - No annual fee and no minimum usage required/unlimited draws
 - At end of draw period, borrower selects an amortizing Farmer Mac product
 - Semi-annual interest only due on January 1 and July 1
 - Term Out Option – Partial
- Uses:
 - Buy farmland
 - Construction – house, new facility or expansion, permanent plantings
 - Absentee landlords – improvements to property, line of credit if crop-share
 - Attract new customers
 - Operating line for part-time farmers

24



ABA & ICBA Discounted Loan Products



Offensive Marketing Tools

- ABA & ICBA member banks get 13 basis point discounts from standard rates for their respective products if the customer chooses that product.

Farmer Mac I Farm & Ranch Rates

As of 4/4/2014

Farm and Ranch Loan Program

Posted on: 4/4/2014 9:45 AM ET

[View in PDF](#)

- Farm and Ranch Program Servicing Released Net Yields
- Net Yields are based on prevailing market conditions at the time of posting. Actual Net Yields may differ from those indicated.
- Semi-Annual Rates are posted. Annual and monthly pay options are also available. Other important information is posted below the rates. Please read carefully.

Products	Term	Amort.	Reset Margin	Semi-Annual Pay Standard	Semi-Annual Pay Choice (a)
Open Prepayment Products					
AgEquity LIBOR	20/25/30	Varies	1.70%	1.85%	N/A
1-Mo ARM LIBOR	15	15 25	1.60%	1.84%	1.64%
1-Yr ARM	15	15 25	2.50%	1.92%	1.72%
3-Yr ARM	15	15 25	2.50%	2.68%	2.48%
5-Yr ARM	15	15 25	2.50%	3.33%	3.13%
7/1 ARM	15	15 25		3.78%	3.58%
10/1 ARM	15	15 25		4.26%	4.06%
10-Yr VRM	15/20	15/20		4.62%	4.42%
10-Yr VRM	25/30	25/30		4.77%	4.57%
15-Yr VRM	20	20		4.81%	4.61%
15-Yr VRM	25/30	25/30		5.03%	4.83%
7-Yr Fixed	7	15 25		4.00%	3.80%
10-Yr Fixed	10	10		4.13%	3.93%
15-Yr Fixed	15	15		4.63%	4.43%
15-Yr Fixed	15	25		4.99%	4.79%
20-Yr Fixed (1)	20	20		5.37%	5.17%
25-Yr Fixed (1)	25	25		5.62%	5.42%

27

Farmer Mac I Farm & Ranch Rates - ABA

As of 4/4/2014

Farm and Ranch Loan Program - ABA

Posted on: 4/4/2014 9:45 AM ET

[View in PDF](#)

- ABA/Farmer Mac Alliance Special Products and Pricing *
- (Annual- and monthly-pay options also available)

Products	Term	Amort.	Reset Margin	Semi-Annual Pay Standard	Semi-Annual Pay Choice (a)
ABA Open Prepayment Products *					
1-Mo ARM PRIME**	15	15 25	-0.60%	2.74%	2.54%
7/1 ARM	15	15 25		3.65%	3.45%
10/1 ARM	15	15 25		4.13%	3.93%
10-Yr Fixed	10	10		4.00%	3.80%
15-Yr Fixed	15	15		4.50%	4.30%
15-Yr Fixed	15	25		4.86%	4.66%

28

Farmer Mac I Farm & Ranch Rates - ICBA

As of 4/4/2014

Farm and Ranch Loan Program - ICBA

[View in PDF](#)

Posted on: 4/4/2014 9:45 AM ET

■ ICBA/Farmer Mac Program Special Products and Pricing *

(Annual- and monthly-pay options also available)

Products	Term	Amort.	Reset Margin	Semi-Annual Pay Standard	Semi-Annual Pay Choice™
ICBA Open Prepayment Products *					
1-Mo ARM LIBOR	15	15 25	1.50%	1.74%	1.54%
10-Yr VRM	15 20	15 20		4.49%	4.29%
10-Yr VRM	25 30	25 30		4.64%	4.44%
15-Yr VRM	20	20		4.68%	4.48%
15-Yr VRM	25 30	25 30		4.90%	4.70%
ICBA Yield Maintenance Products					
5-Yr VRM	10 15 20 25	10 15 20 25		3.19%	2.99%

29

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Advertising and Marketing Examples

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Marketing Ads – D. L. Evans Bank

It's a *great* time for Farmland!

At D. L. Evans Bank, we maintain a close relationship with Farmer Mac, a government sponsored secondary market to agricultural lending. Our association with Farmer Mac allows us to offer the right solutions for purchases and refinances:

- Low long term fixed rates
- Reduce your risk to rate increases
- Purchase land when you need it.

D. L. Evans Bank
"Idaho's Hometown Community Bank Since 1904"

www.dlevans.com 

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ALBION BOSE BURLEY HALEY IDAHO FALLS JEROME KETCHUM MERIDIAN NAMPA POCAHELLO RUPERT TWIN FALLS

31

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Marketing Ads – Paragon Bank

Ag Land Owners:
Do you want to reduce your operation's RISK?



 **Lock it in...**
to reduce your risk of rate increase

Landowners & Operators
Landlords
Purchase or Refinance

Low long term fixed rates, up to 25 years
Various loan products to fit your operation's needs



PARAGON BANK

Beth Hansen, Loan Officer
bhansen@paragonbankmn.com
190 South Broadway, Wells
507-553-6311
www.paragonbankmn.com

Paragon Bank is a
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Approved Lender



32

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Marketing Ads – First State Bank



First State BANK
You're at home with us!

At First State Bank, we're committed to your success as well as the success of our communities. Whether your operation is large or small, we're here to help with all of your agricultural lending needs with products such as:

- Farmer Mac Programs
- USDA Guarantee Loans
- Long term, fixed rate real estate loans with no pre-payment penalties

What is Farmer Mac? Farmer Mac is a flexible agricultural real estate program available to farmers, investors and ag related businesses in need of funding such as:

- Purchases
- Operating Needs
- Facility Construction and Improvement
- Refinances
- Equipment Purchases
- Permanent Planting Development

We have banking centers in Adams, Brown, Highland and Fayette Counties. Call us at 937.965.0321 or visit our website at www.fsb4me.com to learn more about what we have to offer when it comes to agricultural lending!

FARMERMAC
Approved Lender

FDIC www.fsb4me.com LEADER

33

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Marketing Ads – 1st National Bank of Central Texas



We are Ag Producers.
Let us help you with your Farm & Ranch lending needs.

Chris Elliott Waco
Sloan Kuehl Waco
John Minor Waco
Brian Hand Mart
Matt Thomas Hillsboro


1st The First National Bank
of Central Texas
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Waco • Woodway-Hewitt • Mart • China Spring • Hillsboro
Member FDIC - Equal Housing Lender

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34

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Marketing – Ads – Harvest Bank



**Long-term Fixed Rate Financing for
Agricultural Real Estate**

Harvest Bank is now offering up to 25-year fixed-rate financing through our relationship with Farmer Mac. This flexible program helps you manage interest rate risk, and features a variety of financing terms, payment options, no prepayment penalties, and no maximum or minimum acreage.

Experienced Harvest Bank ag lenders understand the challenges facing modern farmers, and provide a full range of agricultural financing options to help you achieve your goals. Come visit us at one of our four locations this fall.

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Financing Rural America

HARVEST BANK

KIMBALL 398-3500	ST. AUGUSTA 251-6100	ATWATER 974-8861	KANDIYOHI 382-6100
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FDIC www.harvestbankmn.com

FARMERMAC
35 Years of Service

Marketing – Ads – Commerce Bank

Proudly Serving Area Farmers for Generations.

At Commerce Bank, we take pride in serving farmers. Whether your needs are business or personal, we'll share with you the best ways to bank, borrow and manage your money.

Advantages for Farmers

- Long-term fixed rate, adjustable rate and variable rate loans
- In-depth knowledge and experience in your industry
- Customized financing solutions that best fit your operations

Cape Girardeau & Jackson

- 160 S. Broadview
- 1800 Cape LaCroix Rd.
- 2025 E. Jackson

Poplar Bluff

- 1100 N. Pine Blvd.
- 2586 N. Westwood

FARMERMAC
Approved Lender



We ask, listen and solve.



Commerce Bank
Member FDIC

commercebank.com

FARMERMAC
35 Years of Service

Marketing – Postcards – Center National Bank

Agricultural real estate loans just for you. And we can help you get 'em!

Now is the best time to expand your operation, thanks to Farmer Mac! As a Farmer Mac Approved Lender, we can guide you through the ideal solutions for purchases, new construction and refinances.

FARMERMAC
Approved Lender

- ✕ Terms up to 25 years
 - ✕ Rates as low as 2.70% APR
 - ✕ Lock in lower payments
- ...All add up to less risk for you!

Call Dawn, Tom or Jim at 320-693-3255
and let us "FarmerMac" it for you!



MAIN LOBBY HOURS
Mon - Fri 9 a.m. to 6 p.m.
Sat: 9 a.m. to noon

DRIVE UP HOURS
Mon - Fri 7:30 a.m. to 6 p.m.
Sat: 9 a.m. to noon



Rate and
terms
subject to
approval by
FarmerMac.

800-893-3255 • cnbmn.com

Center National Bank
P.O. Box 100
301 N. Ramsey Ave.
Litchfield, MN 55355

Bulk Rate
U.S. Postage
PAID
Permit No. 30
Litchfield, MN
55355



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37
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Marketing – Website – Community Savings Bank

COMMUNITY SAVINGS BANK
TOGETHER

Home | Locations | Contact Us | Rates | Mobile Site

1-800-828-2318

BUSINESS PERSONAL **LOAN CENTER** INVESTMENTS ABOUT US

Loan Center

- Mortgage Loans
- Auto Loans
- Home Equity Loans
- Student Loans
- Personal Loans
- Small Business Loans
- Commercial Loans
- Agricultural Loans

Agricultural Loans

Apply Now >> Question

Share Print

MY RESOURCES

- Report A Lost Or Stolen Card
- Reorder Checks
- My Free Credit Report
- Financial Calculators
- ID Theft & Fraud Protection
- Travel & Promotions
- Switch KB
- Find A Financial Advisor
- Credit Card Payment

Benefits Additional Services Available

I'm in the agriculture business, which isn't like other businesses – not every bank has the experience or the services to help me out. But Community Savings Bank has been active in agriculture for years. It's nice to know I have that kind of experience working with me.

- Farmer Mac Loan Program
- Agri-Access Loan Program

Apply Now >>

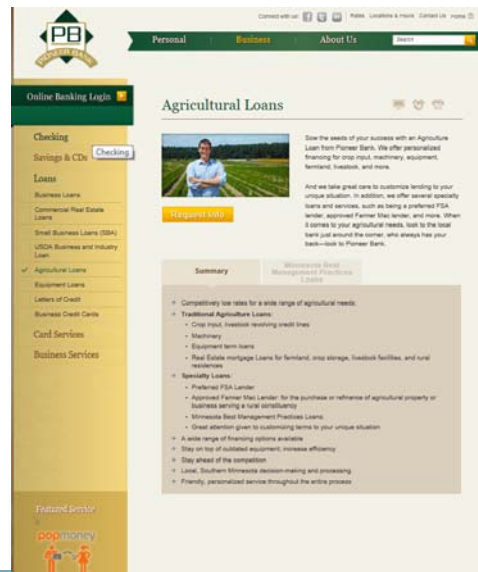
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38
Leading Your Success

Marketing – Website – Pioneer Bank



FARMER MAC
Locally Owned Bank

Marketing – Brochures – Valley Republic Bank

BENEFITS OF THE FARMER MAC PROGRAM AT VALLEY REPUBLIC BANK

Your relationship officer will be available to guide you through the many benefits, including the historically low rates of the Farmer Mac program. Farmer Mac loans have a conversion feature and no pre-payment penalties.

In addition to servicing and maintaining your loan locally, you'll find our rates competitive, enjoy quick response and personalized service.

We're here to help you decide if Farmer Mac is right for your business. Ask the Agribusiness specialists at Valley Republic Bank for a schedule of current rates.



Valley Republic Bank was founded in early 2009 by a group of local professionals who believed our community wanted a better banking experience... a relationship with a trusted partner.

In embracing our purpose, vision and values, we are focused to serve you as a team. Our commitment to providing uncommon service creates exceptional value for those we touch.



VALLEY REPUBLIC BANK

Local. Responsive. Reliable.

5000 California Avenue, Suite 110
Bakersfield, CA 93309
valleyrepublicbank.com
661.371.2000

FARMER MAC
Locally Owned Bank

Complete Farmer Mac Loan program details available upon request.



FARMER MAC
APPROVED
LENDER FOR
AGRIBUSINESS

*Maximize Profits,
Minimize Risk.*



VALLEY REPUBLIC BANK

Local. Responsive. Reliable.

FARMER MAC
Locally Owned Bank

Marketing – Brochures – Valley Republic Bank

Farmer Mac is a Flexible Agricultural Real Estate program offered by Valley Republic Bank. It is available to full or part-time Farmers, Ranchers, Investors & Ag Related Businesses in need of Ag purpose funding, such as:

- Purchases
- Refinances
- Permanent Planting Development
- Facility Construction & Improvement
- Cultural & Operating Needs
- Equipment Purchases

Who is Farmer Mac

Established in 1987, Farmer Mac is a stockholder-owned, government sponsored enterprise or "GSE". It was created to give farmers & ranchers access to capital through community banks. Farmer Mac funds through sale of bonds backed by Ag Mortgages. The government involvement is limited to oversight, only.

Valley Republic Bank's Role

VRB's Ag Department is an Originator/Service for Farmer Mac. We will underwrite, document and close your loan for Farmer Mac. After closing, VRB will be your primary contact for the life of the loan.

LONG TERM AG MORTGAGES

Summary of Benefits:

Fixed or Adjustable Rates

Term Loans are secured by a 1st Mortgage on Ag related Real Estate

Loan up to 70% of the value of the collateral

Monthly, semi-annual and annual payment programs available

Maturities & Amortizations up to 30 years

No Prepayment Penalties

Rates are convertible to Fixed or Adjustable during life of the loan

AG EQUITY LINES OF CREDIT

Summary of Benefits:

Revolving Line of Credit Loans secured by a 1st Mortgage on Ag Related Real Estate

Draw periods of 5 or 10 years then converting to a term loan with up to 25-year amortizations

Semi-annual interest payments due January 1st & July 1st during draw period

Convertible to Fixed or Adjustable Rates during or after draw period

Unlimited number of draws and repayments during draw period

No Annual Fee or minimum uses

"Predictable, stable and fair practices from locals you can trust."

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41

Marketing – Brochures – Valley Republic Bank

~ Valley Republic Bank/Farmer Mac Rates ~

As of March 10, 2014 Greater than \$500,000

Products	Term	Amort.	Reset Margin	Semi-Annual Pay Standard	Semi-Annual Pay Choice
Open Prepayment Products					
AgEquity LIBOR	20/25/30	Varies	2.45%	2.61%	N/A
1-Month ARM LIBOR	15	15/25	2.35%	2.60%	2.40%
1-Year ARM	15	15/25	3.25%	2.69%	2.49%
3-Year ARM	15	15/25	3.25%	3.29%	3.09%
5-Year ARM	15	15/25	3.25%	3.98%	3.78%
7/1-Year ARM	15	15/25		4.50%	4.30%
10/1-Year ARM	15	15/25		5.06%	4.86%
10-Year VRM	15/20	15/20		5.30%	5.10%
10-Year VRM	25/30	25/30		5.46%	5.26%
15-Year VRM	20	20		5.49%	5.29%
15-Year VRM	25/30	25/30		5.72%	5.52%
7-Year Fixed	7	15/25		4.67%	4.47%
10-Year Fixed	10	10		4.78%	4.58%
15-Year Fixed	15	15		5.31%	5.11%
15-Year Fixed	15	25		5.64%	5.44%
20-Year Fixed (1)	20	20		6.12%	5.92%
25-Year Fixed (1)	25	25		6.37%	6.17%

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VALLEY REPUBLIC BANK
valleyrepublicbank.com 661.371.2000

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42

Marketing – Video Screens



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Marketing - Billboards



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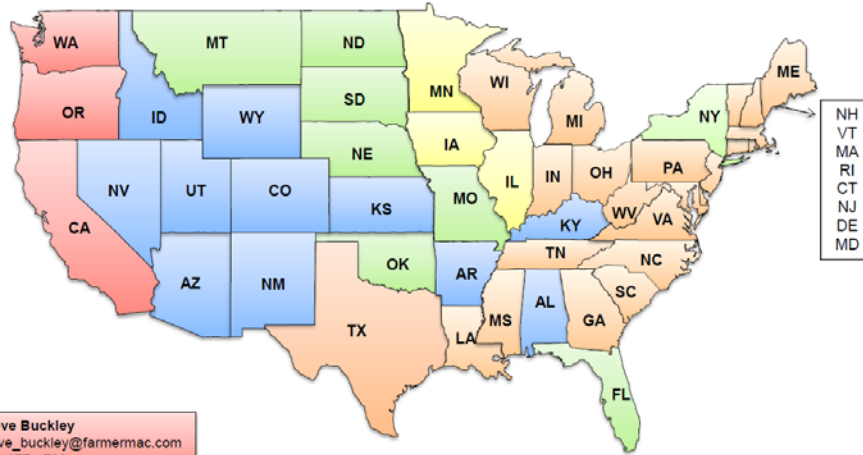
Marketing – Radio Ad – Dakota Mac



Approved Lender Logo



Farmer Mac Relationship Manager Territories



Steve Buckley
steve_buckley@farmermac.com
559-977-1790

Mary Maloney
mary_maloney@farmermac.com
202-872-6682

Larry Jones
larry_jones@farmermac.com
202-872-6604

Bill Miller
bill_miller@farmermac.com
202-872-5549

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47

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Panelists Questions – Marketing Farmer Mac

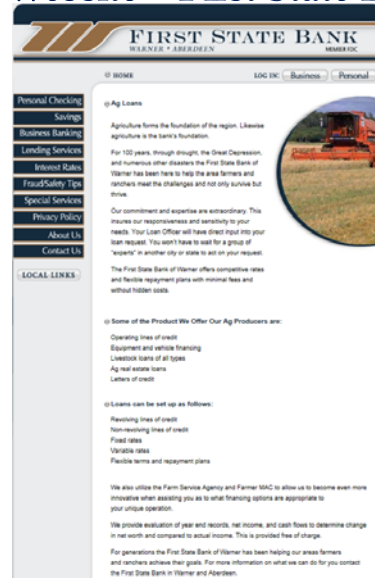
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Panelist Questions

- ☐ Please tell us about your bank. Market area etc..
- ☐ How long have you been using Farmer Mac?
- ☐ What programs do you use? Farm & Ranch, Farmer Mac II?
- ☐ Have you marketed Farmer Mac in the past?
- ☐ If so, how? What media and technology?
- ☐ Any value to your bank in marketing Farmer Mac? If so, what? New business?
- ☐ What about cannibalism in your portfolio?
- ☐ Do you use Farmer Mac as an offensive tool or defensive tool?
- ☐ Any recent success stories you would like to share?

Marketing – Website – First State Bank of Warner



Marketing – Website – Citizens State Bank



Marketing – Ad – Union State Bank



Union State Bank offers area farmers long-term, fixed-rate real estate loans. This special program opens the door for expanding facilities or to simply refinance a higher rate mortgage. With today's historic, low interest rates, the cost savings up to 30 years can be significant, and at Union State Bank you will also enjoy long-standing traditions of ag lending expertise, responsive service and comprehensive financial solutions.

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Loan Incentive Programs – Farmer Mac

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Loan Incentive Programs – Farmer Mac

Bank A

- Loan Officer receives a \$250 incentive bonus for each Farmer Mac loan closed and purchased

55



Loan Incentive Programs – Farmer Mac

Bank B

- Encourage upfront fee – Agricultural real estate, Farmer Mac, in-house or commercial real estate loans
- Loan Officer receives 10% of origination fee, negotiated and collected

56



Loan Incentive Programs – Farmer Mac

Bank C

- Loan Officer has new business goal for year. Farmer Mac loans and in-house loans count toward annual new business goal.
- Farmer Mac loan – 1st year's origination fee and field servicing dollar amount count toward officer's annual new business goal.
- Calculated incentive amount varies depending on if new business goal has been met or surpassed.

57



Loan Incentive Programs – Farmer Mac

Bank D

- Incentive program tied to loan growth and fee income.
- Loan Officer paid incentive bonus on loan growth of portfolio loans. As loans grow quarter to quarter, bonus paid on growth from end of most recent quarter to end of current quarter.
- Loan Officer paid 15% of any origination fees collected above his origination fee annual goal. Both Farmer Mac and portfolio real estate loans are included in the calculation of the origination fee annual goal.
- For example, \$75,000 annual fee income goal for loan officer. Since can include Farmer Mac field servicing in calculation of origination fee annual goal. Loan officer can close over time, \$15 million of Farmer Mac loans. Field servicing at 50 bps = \$75,000 for the 1st year and each year thereafter. Origination fees on this 15 million would also contribute toward meeting or exceeding the \$75,000 origination fee annual goal.

58



Strategies for Marketing Your Farmer Mac Program

QUESTIONS?

59

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