

Pricing Indicators



National Pricing Indicators
For the week beginning 3/1/2010

Highlights

- Money continues to flow out of short term (<1 year) deposits. (page 2).
- No change in the national-average APY for CD & MM (0.0)
- Moderate repricing volume. Nearly one half (45%) of deposit products were repriced this week.
- Introducing Predictive Analytics - a forward looking APY projection of ten key deposit products (page 6)

(Additional indexes and products inside)

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Summary of Findings for this week

National APY

- No change in the national-average APY for CDs and MM **0.0**
- Highest increase, CD 36 months Spl. **+0.04**
- Highest decrease, MM Spl. **-0.04**
- Aggregated change in average APY in the last six months **-18 bps (-11%)**
- Highest spread between average Regular and Special in 9 months CD **99 bps**
- Lowest spread between average Regular and Special in MM **49 bps**

Repricing Volume

- Moderate repricing volume. Nearly one half (**45%**) of the products were repriced during the week.
- Highest repricing volume product - CD 48 months special (**177%**).
- Lowest repricing volume product - CD 3 mo. Spl. (**6%**).

About The National Pricing Indicators

The National Pricing Indicators (NPI) is a weekly analysis of the national changes in the two main deposit products - CDs and MM.

The purpose of this analysis is to provide Pricing Executives with an indication of the state of deposit products on the national scope, and beyond specific pricing regions.

NPI contains four useful indexes - Weekly APY index, Premium APY index, Repricing Index, and historical APY. Each of these indexes is designed to provide Pricing Executives with a different prospective on pricing practices and trends.

NPI measures selected term and no term deposit products in its indexes. These deposit products are all at the \$10K tier level: CD - Regular, and Special, 3, 6, 9, 12, 24, 30, 36, 48 and 60 months. MM - Regular and Special.

Trend alert - Money flowing out of term deposits – particularly short term.

Consumers are continually shying away from short-term deposits, opting for longer-term commitment of over one year.

A likely reason for avoiding short-term deposits is the anticipation of high inflation during 2010, which yields net negative returns on deposits.

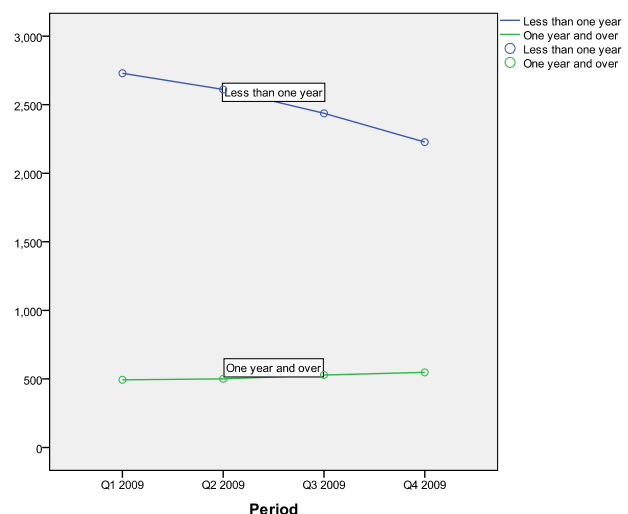
As of December 2009, short-term deposits of up to one year declined from \$2,729 billion to \$2,227 billion. A decline of \$502 billion, or 18.4 percent.

At the same time, deposits of one year and over increased from \$494 billion to \$548 billion. An increase of \$54 billion, or 10.9 percent.

Combined, all-term deposits declined from \$2,529 billion to \$2,191 billion. A decline of \$337 billion, or 13.4 percent.

Total deposits in domestic offices at FDIC institutions grow from \$7,540 billion to \$7,697 billion during the same period. An increase of \$157 billion or 2.1 percent.

Figure 1 - Decrease of \$502 billion in short-term deposits during 2009.



National APY Index

The APY index features national averages for the highest APY, lowest APY and average APY for regular (Reg) and special (Spl.) selected CD and MM. In addition, it provides the average change from the previous week across all selected deposit products. Raw data is also provided.

CD & MM Regular

- Highest increase, CD 30 & 60 mo. **+0.02**
- Highest decrease, CD 9 & 36 mo. **-0.01**
- Average increase/decrease, **0.00**

CD & MM Special

- Highest increase, CD 36 months **+0.04**
- Highest decrease, MM **-0.04**
- Average increase/decrease, **-0.01**

Figure 1
Avg. APY this week all products

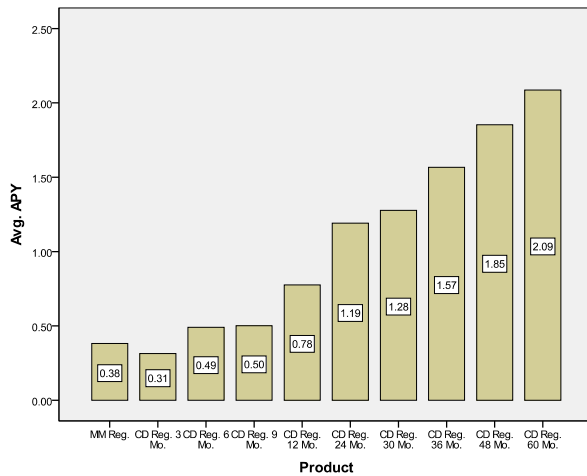


Figure 2
Avg. APY this week all products

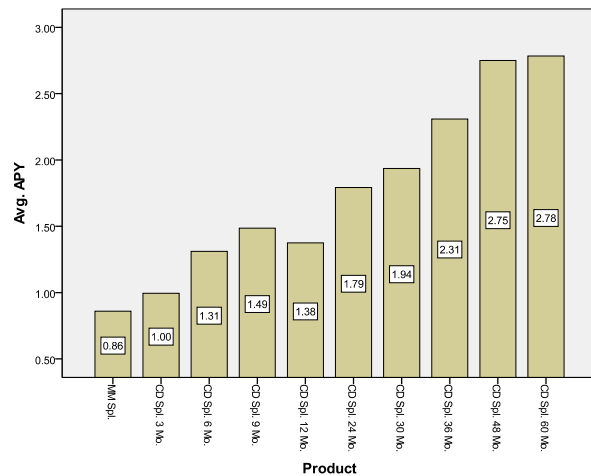


Table 1
APY spectrum and variance

Product	Min. APY	Max. APY	Avg. APY	Last Wk.	Change
MM Reg.	0.01	2.00	0.38	0.38	0.00
CD Reg. 3 Mo.	0.01	1.41	0.31	0.31	0.00
CD Reg. 6 Mo.	0.10	1.75	0.49	0.49	0.00
CD Reg. 9 Mo.	0.10	1.65	0.50	0.51	-0.01
CD Reg. 12 Mo.	0.13	2.01	0.78	0.78	0.00
CD Reg. 24 Mo.	0.35	2.50	1.19	1.19	0.00
CD Reg. 30 Mo.	0.15	2.60	1.28	1.26	0.02
CD Reg. 36 Mo.	0.50	2.75	1.57	1.58	-0.01
CD Reg. 48 Mo.	0.50	3.14	1.85	1.84	0.01
CD Reg. 60 Mo.	0.50	3.39	2.09	2.06	0.02

Table 2
APY spectrum and variance

Product	Min. APY	Max. APY	Avg. APY	Last Wk.	Change
MM Spl.	0.20	2.00	0.86	0.90	-0.04
CD Spl. 3 Mo.	0.55	1.33	1.00	1.00	0.00
CD Spl. 6 Mo.	1.15	1.50	1.31	1.31	0.00
CD Spl. 9 Mo.	1.25	1.85	1.49	1.50	-0.01
CD Spl. 12 Mo.	0.52	2.00	1.38	1.40	-0.03
CD Spl. 24 Mo.	1.25	2.25	1.79	1.80	-0.01
CD Spl. 30 Mo.	1.75	2.25	1.94	1.94	0.00
CD Spl. 36 Mo.	1.90	2.75	2.31	2.27	0.04
CD Spl. 48 Mo.	2.50	3.00	2.75	2.73	0.02
CD Spl. 60 Mo.	1.99	3.00	2.78	2.82	-0.03

Methodology: The statistical analysis in this report is based on a convenience sample of 1,300 institutions as was determined by a-priori, two-tailed test. The t-Test was based on the following parameters: Alpha=0.05; Power=0.95; Effect size=0.20.

Premium APY Index

The Premium APY index measures the spread between regular CDs and MM APY and Special CDs and MM APY. This spread is the premium that institutions are offering on Special products in order to attract balances.

- Highest APY premium, CD 9 mo. **99 bps**
- Lowest APY premium, MM **49 bps**
- Average APY premium, **72 bps**

Figure 3
APY premium variance this week

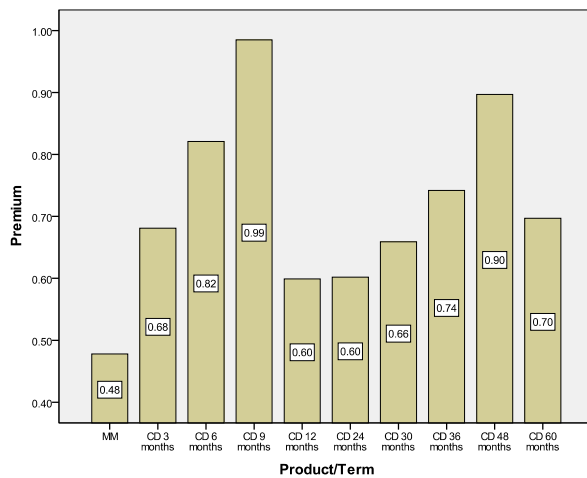


Table 3
APY premium variance this week

Product/Term	Reg. Avg.	Spl. Avg.	Premium
MM	0.38	0.86	0.48
CD 3 months	0.31	1.00	0.68
CD 6 months	0.49	1.31	0.82
CD 9 months	0.50	1.49	0.99
CD 12 months	0.78	1.38	0.60
CD 24 months	1.19	1.79	0.60
CD 30 months	1.28	1.94	0.66
CD 36 months	1.57	2.31	0.74
CD 48 months	1.85	2.75	0.90
CD 60 months	2.09	2.78	0.70

Six-month historical APY Index

- Average APY six months ago **1.58**
- Average APY this week **1.40**
- Cumulative increase (decrease) **-18 bps**

Figure 4 - Time series six-month APY

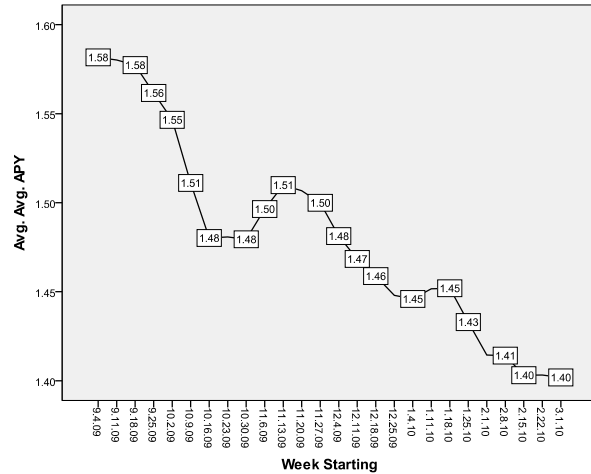


Table 4 - Six-month average APY

Week Starting	Avg. RePrice Volume	Avg. Min. APY	Avg. Max. APY	Avg. Avg. APY	Avg. Last Wk.	Avg. Change
9.4.09	85%	0.93	2.50	1.58	1.59	-0.01
9.11.09	57%	0.93	2.48	1.58	1.58	0.00
9.18.09	54%	0.93	2.49	1.58	1.58	0.00
9.25.09	37%	0.92	2.39	1.56	1.58	-0.02
10.2.09	51%	0.92	2.36	1.55	1.56	-0.02
10.9.09	69%	0.90	2.33	1.51	1.55	-0.04
10.16.09	50%	0.90	2.33	1.48	1.51	-0.03
10.23.09	50%	0.89	2.34	1.48	1.48	0.00
10.30.09	51%	0.88	2.32	1.48	1.48	0.00
11.6.09	44%	0.85	2.35	1.50	1.48	0.02
11.13.09	35%	0.85	2.34	1.51	1.50	0.01
11.20.09	54%	0.88	2.35	1.51	1.51	0.00
11.27.09	47%	0.85	2.37	1.50	1.51	-0.01
12.4.09	52%	0.82	2.32	1.48	1.50	-0.02
12.11.09	56%	0.85	2.32	1.47	1.48	-0.01
12.18.09	57%	0.82	2.29	1.46	1.47	-0.01
12.25.09	36%	0.81	2.30	1.45	1.46	-0.01
1.4.10	23%	0.81	2.29	1.45	1.45	0.00
1.11.10	53%	0.80	2.27	1.45	1.45	0.00
1.18.10	37%	0.80	2.25	1.45	1.45	0.00
1.25.10	46%	0.78	2.24	1.43	1.45	-0.02
2.1.10	47%	0.77	2.23	1.41	1.43	-0.02
2.8.10	49%	0.76	2.26	1.41	1.41	0.00
2.15.10	40%	0.77	2.26	1.40	1.41	-0.01
2.22.10	36%	0.77	2.27	1.40	1.40	0.00
3.1.10	45%	0.77	2.26	1.40	1.40	0.00

Methodology: The statistical analysis in this report is based on a convenience sample of 1,300 institutions as was determined by a-priori, two-tailed test. The t-Test was based on the following parameters: Alpha=0.05; Power=0.95; Effect size=0.20.

Repricing Volume Index

Repricing Volume Index features the level of rate changes during the week. An index of 100% means that, on average, all available rates of the sample products have been repriced.

The Repricing volume Index is helpful in observing the repricing activities for the featured week, and identifying products that are being repriced more frequently than others.

CD & MM Regular

- Highest repricing volume, **CD 60, mo. 50%**
- Lowest repricing volume, **MM & CD 3 mo. 9%**
- Average repricing volume, **25%**

CD & MM Special

- Highest repricing volume, **CD 48 mo. 177%**
- Lowest repricing volume, **CD 3 mo. 0.00%**
- Average repricing volume, **66%**

Figure 5
Repricing volume level this week

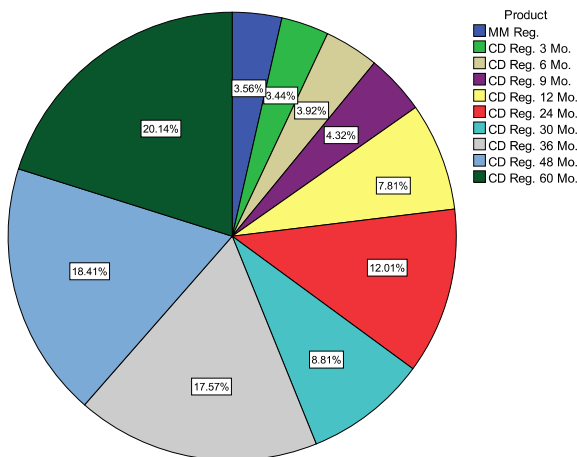


Figure 6
Repricing volume level this week

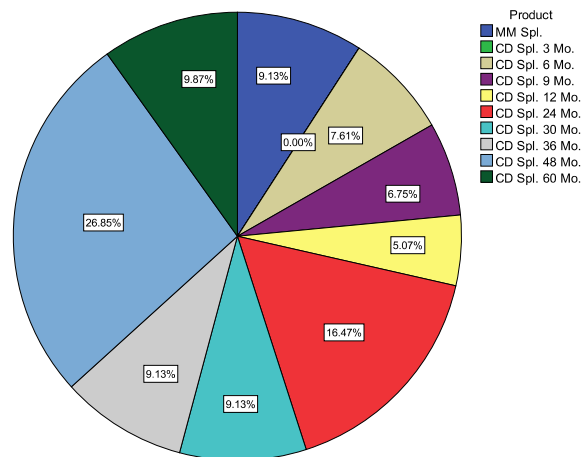


Table 5
Repricing volume level this week

Product	RePrice Volume
MM Reg.	9%
CD Reg. 3 Mo.	9%
CD Reg. 6 Mo.	10%
CD Reg. 9 Mo.	11%
CD Reg. 12 Mo.	20%
CD Reg. 24 Mo.	30%
CD Reg. 30 Mo.	22%
CD Reg. 36 Mo.	44%
CD Reg. 48 Mo.	46%
CD Reg. 60 Mo.	50%

Table 6
Repricing volume level this week

Product	RePrice Volume
MM Spl.	60%
CD Spl. 3 Mo.	0%
CD Spl. 6 Mo.	50%
CD Spl. 9 Mo.	44%
CD Spl. 12 Mo.	33%
CD Spl. 24 Mo.	108%
CD Spl. 30 Mo.	60%
CD Spl. 36 Mo.	60%
CD Spl. 48 Mo.	177%
CD Spl. 60 Mo.	65%

Methodology: The statistical analysis in this report is based on a convenience sample of 1,300 institutions as was determined by a-priori, two-tailed test. The t-Test was based on the following parameters: Alpha=0.05; Power=0.95; Effect size=0.20.

Introducing Predictive Analytics for Deposits

It will change the way you price in the future

How will Predictive Analytics help me price?

Pricing is a forward-looking function. It establishes a rate that is designed to achieve your desired balances at minimal cost of funds.

But, pricing is also a relative function. Your rate is only effective if it compares favorably to the competitive environment. Predictive Analytics addresses these two issues by providing you with a future looking (one-month ahead) forecast of the projected APY of ten key deposit products.

What's included in the forecast?

The forecast contains 22 separate forecasts. The forecasted products are money markets and CDs with 3-, 6-, 9-, 12-, 24-, 30, 36-, 48- and 60-month terms (non jumbo). Each of these products is forecasted separately for Regular APY and for Special APY. In addition, a combined forecast for all deposit products is provided. The forecast includes four weeks of projected APY in table and graph form.

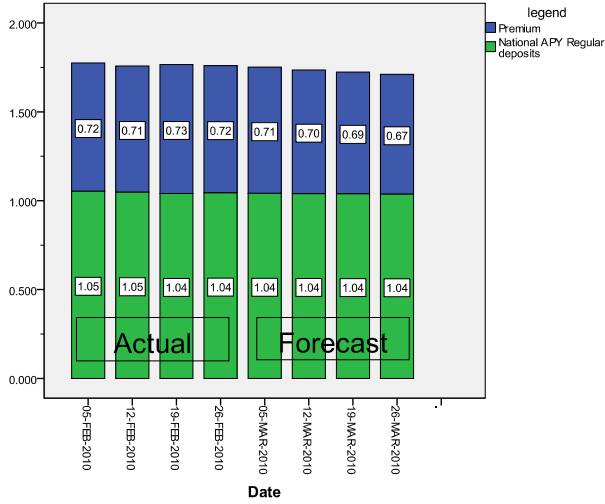
How do I subscribe to Predictive Analytics?

Just send me an email requesting your subscription. You will be billed \$1,188 for twelve issues of Predictive Analytics. Individual issues are \$250 each when ordered separately.. New issue is sent on the first Monday of every month, featuring that month's forecast.

What methodology is used in this forecast?

We use the most advanced statistical modeling to ensure the highest reliability. We test each product separately for best fit modeling, which includes exponential smoothing and ARIMA (Autoregressive Integrated Moving Average) models. Projected values have a 95% confidence level.

Sample of a forecast chart and rate table



Date	Premium	National APY Regular	National APY Special
3/5/2010	0.71	1.04	1.75
3/12/2010	0.70	1.04	1.74
3/19/2010	0.69	1.04	1.72
3/26/2010	0.67	1.04	1.71

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About Market Rates Insight

Market Rates Insight (MRI) is the premier provider of competitive-pricing information and analysis to the banking industry. MRI focuses on serving the pricing needs of financial institutions—not consumers. Therefore, only MRI offers the higher level of pricing comprehensiveness and sophistication of systems demanded by the industry.

In addition to competitive-data that MRI provide to financial institutions, MRI also provides research, analysis and tracking of industry indexes to thought leaders worldwide. MRI's analysis and indicators are viewed weekly by many thousands of banking and credit union professionals through video, audio and print channels.

THE WALL STREET JOURNAL

Banks Wage Rate War for Deposits

By *DAVID ENRICH*

Consumers Benefit as Institutions Move to Shore Up Funds, but Profit Margins Suffer

Unlike previous periods of turbulence, the Fed's rate-chopping campaign isn't relieving the pressure this time. In the past, reductions in the federal funds rate have helped level off interest rates on CDs and savings accounts, according to **Market Rates Insight Inc., which tracks pricing trends for financial institutions.** "This time around, it's much more fierce," says Dan Geller, executive vice president of the San Anselmo, Calif., firm.

BusinessWeek

Should You Test-Drive a Hybrid CD?

By *David Bogoslaw*

Since June, rates for indexed CDs have climbed an average of 8.1%, while non-indexed rates have declined more than 14%, according to Dan Geller, executive vice-president of **Market Rates Insight, which provides competitive-pricing information and analysis to the banking industry.**

"This is the type of deposit that low-risk-minded people can take and sleep well at night because, unlike investing in the stock market or a mutual fund, it will not impact your principal adversely if the market goes down," he says. "Granted, the return potential is not as

AMERICAN BANKER

On Focus and In Depth

To Predict Deposit Rates, Take a Look at Jobs Data

By *Katie Kuehner-Hebert*

When the unemployment rate is high and economic activity low, the need for deposits to fund loans is less acute, said Dan Geller, executive vice president at **Market Rates Insight, a San Anselmo, Calif., firm that tracks deposit pricing.** That means banks can pay "the minimal amount they can get by with on deposits."

The Market Rates Insight study found that nearly 80% of the movement in the national average rate on

CREDIT UNION TIMES

Short-Term CDs a Hot Commodity

By *Michelle Samaad*

"It's a mixture of uncertainty and the job market," said Dan Geller executive vice president of **Market Rates Insight, a San Anselmo, Calif. firm that tracks rates loans, fees and rates.** "The bottom line is people prefer to make short-term commitments in case they need the funds."

According to 1,300 banks and credit unions tracked by **Market Rates Insight,** the premium paid on short-term CDs increased from 66.3% in January to 100.4% in September, an increase of 34.1%. Short-term CDs are defined as those with a one year or less term. Mean-