
From: Andrea Tapia [REDACTED]
Sent: 1/16/2015 2:26:21 PM
To: Paul Morris [REDACTED]; Stewart Oldfield [REDACTED]
CC: Amanda Kirby [REDACTED]
Subject: FW: Client Tiering 2015 [I]
Attachments: Tiering Worksheet - Morris.xlsx; Tiering Worksheet - Oldfield.xlsx

Classification: **For internal use only**

Following Chip's email, kindly update and complete the attached list of your clients and prospects for 2015. For your reference, detailed guidance can be found in the included "Worksheet Guide".

While all data should be reviewed for accuracy, please ensure the following:

- Fill in ALL highlighted cells:
 - Yellow blanks (key data points)
 - Green blanks (if customer is Tier 1 or 2 without identified industry group)
- It is advised to make a relationship "Inactive" (column Q) if you are no longer pursuing a prospect or consider a relationship to have no revenue potential

Please complete your respective worksheet and send it back to me by **Friday, January 30**. Let me know if you have any questions.

Kind regards,
Andrea Tapia



Andrea Tapia
Assistant Vice President

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Passion to Perform

From: Samantha Harmon **On Behalf Of** Chip Packard
Sent: Monday, January 12, 2015 3:27 PM
To: USPWM Private Bankers
Cc: Andrea Tapia; Kimberly Hart; Lee Hutter; Michael S Jacoby; Andrew Gallivan; Michael-J Davis; Mark LaRoe
Subject: Client Tiering 2015 [I]

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As in years past, we will shortly begin the client tiering exercise to continue our effort to promote new client acquisition and wallet share expansion. Since beginning this exercise in 2010, we have delivered consistently strong performance by strengthening existing relationships and improving prospect conversion. This past year, revenue and asset growth was again driven by Tier 1 and Tier 2 clients, with revenue contribution for each increasing by 12% and 7%, respectively. In order to maintain and leverage this traction, I would like you to update your tiering worksheets.