REMOVE THE *RISK* FROM **BRANCHING**

Data-driven branching for smarter decisions and superior results.

Flexible Solutions to Support your Branching Decisions

Defining the Market
Our approach allows for precise market definition without imposing a fixed radius, ensuring a solid foundation for branch expansion discussions.

Describing the Statistical Profile
Instead of relying on forecasts, The Long Group tracks monthly household and business changes to precisely define financial services demand.

Defining Branch Capacity
The branch capacity score is unique to The Long Group and identifies markets worth investment and quantifies those challenging market share growth.

Understanding Market Demand
Free from the limits of third-party data, The Long Group uses proprietary data to describe deposits and loans in detail, creating a customized balance sheet tailored to a FI's market strategy.

Modeling Performance Expectations
The branch's unique balance sheet defines revenue expectations and guides expense planning, with pro forma financial performance assessed annually and cumulatively over five years to inform the go/no go decision.

THE LONG GROUP

NESGroup
Experience *the* difference®

From Strategy to Structure:
Your Partners for Branch Growth

The Long Group and NES Group provide financial institutions with a seamless, end-to-end solution for branch expansion and transformation.

From selecting the right location with data-driven insights to designing and building a modern, high-performing branch, our partnership ensures a strategic and efficient approach to growth.

Together, we combine industry expertise, analytics, and innovative design-build services to help you create branches that drive success.

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THE LONG GROUP

Business intelligence for your financial institution.
Merrimack, NH   603.424.5664   longgrouponline.com

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