

Partnering with **PROXYTRUST** produces efficiencies far beyond proxy voting for a New England trust company.

Proxytrust initially partnered with the bank to provide automated proxy voting. Six years later, the relationship has grown to encompass additional Proxytrust service offerings. "At Proxytrust, there is no cookie cutter approach. We understand that each customer has unique needs and we provide customized services that streamline operations and help them develop efficiencies," said John Jansing, President of Proxytrust.

Based in New England, this Trust Company is owned by a community bank. It has \$550 million in assets under management and approximately 1,200 accounts.

## WHY PROXYTRUST?

In 2008, the bank was in the process of converting to a new trust accounting system and its operations professionals were also looking at available proxy voting interfaces. "From an operations perspective, Proxytrust offered more complimentary services than other vendors. Also, some clients wanted to vote their own proxies and Proxytrust made this easy to do," stated the Senior Vice President of Operations.

The caliber of the team and their approachability also set Proxytrust apart.

Team members average 15 years of experience in the Trust industry with an average of 10 years at Proxytrust. In Proxytrust's annual customer survey, 99 percent of respondents felt team members possessed very good to excellent industry knowledge.

Another Proxytrust client recently shared similar feedback via its annual survey. "You hire competent staff and that makes our lives so much easier."

The Vice President of the Trust Company shared, "We also chose Proxytrust because their approach mirrors our own. They don't tell us what we should be doing - they ask what they can be doing for us."

## ONLINE PROXY VOTING PLATFORM

The Vice President of the Trust Company, a CFA charterholder with over ten years industry experience, knows firsthand the burden of voting paper proxies. The Proxytrust platform saves him time, which he estimates to be several days worth of work during the proxy season.

Proxytrust made a once cumbersome task efficient for the bank's Trust professionals. If you opt to vote in accordance with management guidelines, all you need to do is check one box and the "turbo vote" function automatically checks all the subsequent boxes. The online voting platform also does away with the need to visit a multitude of company web sites to learn about meeting details.

"The platform is very straightforward – you simply point and click," shared the Vice President of the Trust Company. "Proxytrust allows me to focus on my core function in the Trust Company, which is to deliver a higher quality of service to my clients."

## PROXYTRUST VALUE-ADDED SERVICES

Proxytrust clients are also able to leverage its partnerships with industry leading corporate action services and operations tools including:

- BasisPro analyzes detailed cost basis information and eliminates inaccuracies in cost basis reporting.
- EstateVal provides date of death and alternate date valuations.
- CCH Capital Changes service delivers cost basis tracking and legacy of unparalleled legal, tax and accounting analysis of corporate actions.

"Being able to utilize Proxytrust's partner resources is another key component of our relationship. We use BasisPro and the CCH Capital Changes service quite often – both are great tools for us. We recently started using EstateVal and it has freed up internal resources while also saving us time," said the Senior Vice President of Operations.

## PARTNERING WITH PROXYTRUST

"The professionals at Proxytrust have extensive backgrounds in Trust Operations. They have a excellent feel for what's involved in the work that we do and they understand and appreciate our internal processes and procedures. They are an invaluable partner to have," shared the Trust Company's President.

"As a privately held company, we are focused on creating quality relationships with customers. We take a consultative approach and every employee has a vested interest in the success of our clients," stated John Jansing, President of Proxytrust.