NBID | MISSION VALLEY BANK

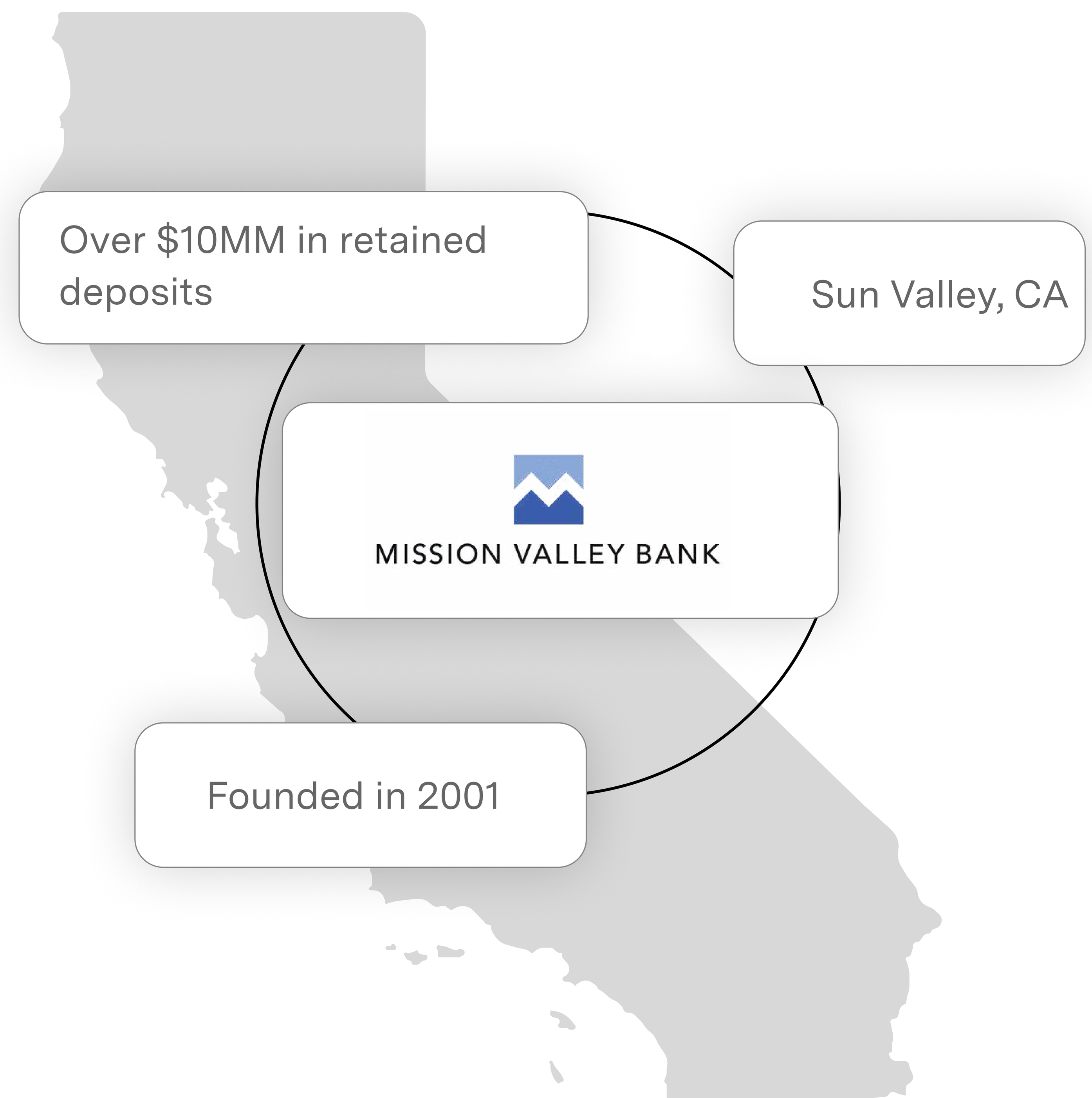
Mission Valley Bank Retains a Key $10MM Depositor with NBID and Finds a One-Stop Insurance Solution for Its Community

Retained a **$10M+ core depositor that was at risk** of leaving the bank

Onboarding a new depositor takes under a minute with clean and straight-forward documentation

Significant cost savings vs. prior reciprocal deposit provider from day one

About Mission Valley Bank



Mission Valley Bank, headquartered in Sun Valley, California, was founded in July 2001 by local business people and bankers with deep roots in the San Fernando Valley. Since opening its doors, the bank has built a reputation as a Trusted Advisor to its clients, a distinction recognized annually by the San Fernando Valley Business Journal, which has named Mission Valley Bank Business Bankers "Most Trusted Advisor – Business Banking" every year since the award's inception. Mission Valley Bank is an SBA Preferred Lender and CDFI-certified independent community bank with an unwavering commitment to the individuals, businesses, and communities it serves.

The Challenge

Mission Valley Bank's business model depends on retaining insurance-conscious clients who might otherwise spread funds across multiple institutions. High-net-worth individuals, nonprofits, and commercial businesses with large balances were exposed to scrutiny by their governing bodies and other stakeholders about FDIC coverage on accounts that exceeded insured limits. The risk of losing those deposits to other institutions was real.

Mission Valley worked with other reciprocal deposit programs in the past, but cost had become a growing friction point. As deposit retention pressures intensified industry-wide following the Silicon Valley Bank collapse, the bank began evaluating alternatives to its existing provider. Finding a better pricing structure, without sacrificing service quality or ease of use, became a strategic priority.

> **If you're interested in an easy to use platform at lower costs for reciprocal deposits, NBID is definitely the place to go. Once they get there and get the service that NBID provides, you'll be locked in. Pricing at that point becomes secondary, because they are head and shoulders above the rest.**
>
> *Tony Rodriguez, SVP of Operation Solutions, Mission Valley Bank*

Who Mission Valley Serves with NBID

Mission Valley's depositors consistently face the same challenge: balances that exceed standard FDIC insurance thresholds. Without a consolidated solution, clients were pressured to spread funds across multiple institutions to stay fully covered.

A core depositor to Mission Valley Bank is a large 50 year old nonprofit that supports families and children. This nonprofit's finance team was directly questioned by board members about the FDIC coverage on its accounts. With over $10 million in deposits, the nonprofit was actively considering moving its funds elsewhere. NBID consolidated that experience entirely, allowing Mission Valley to move the full balance into the network, maintain the key depositor relationship, and give the nonprofits team the ability to report to their board with confidence.

The Solution

Cost savings and simplicity

NBID delivered meaningful savings compared to Mission Valley's prior provider. For Tony Rodriguez, SVP of Operation Solutions, the economics were compelling from the start but what truly set NBID apart was how effortless the program was to operate day to day. Previous reciprocal programs required multi-step onboarding flows, heavy paperwork, and training sessions that staff couldn't easily recall after the fact. With NBID, Tony was able to onboard a new depositor in under a minute. The documentation is short and simple, often pre-filled, requiring only a customer signature. The flow is intuitive enough that if you can do it once, you won't need a refresher.

No integration required to launch.

Mission Valley was up and running quickly without any complex technical lift. The processes were familiar enough that the switch placed no burden on bank staff, existing workflows, or end depositors.

Support and Onboarding

Working with their dedicated support team, Mission Valley found onboarding to be extremely straightforward. The team's dedicated Regional Director, set a high bar from the start with near-immediate responses and thoughtful training. That dynamic was put to the test during the high-valued nonprofit depositor onboarding. Mission Valley needed someone on a call with this specific depositor to answer operational questions in real time. The NBID team jumped at the opportunity and handled every question the customer brought, fielding technical and operational details and acting as a true support system to Mission Valley.

Results

Deposit retention is one of the most pressing challenges facing community banks right now, and Mission Valley felt that pressure acutely. Without NBID, this nonprofit could have moved their funds elsewhere. For a community institution of Mission Valley's size, losing $10 million in deposits wouldn't just be a setback, it would have been felt across the bank. Instead, Mission Valley kept the relationship, kept the deposits at a cheaper cost, and gave a longtime customer a better outcome than they could have found anywhere else.

"We asked if we could get NBID on the line for the customer onboarding. The Regional Director made herself available on short notice and provided the customer exactly what they were looking for. We were super happy to be able to keep those funds with the help of NBID."

Tony Rodriguez, SVP of Operation Solutions, Mission Valley Bank

**NBID LLC is not a bank. Deposit insurance covers the failure of insured institutions, not NBID. Deposits are placed at FDIC-insured network institutions and are eligible for pass-through insurance up to $250,000 per institution. Certain conditions must be satisfied for "pass-through" FDIC deposit insurance coverage to apply. A list of participating banks appears at https://www.nbid.com/bank-list.*