

Press Release



SMS Forms Strategic Alliance With Collection Agency

Sheshunoff Management Services, LP, Headquartered in Austin, Texas, announces today that it will now be recommending **American Profit Recovery, Inc. (APR)** as its new chosen vendor for collection activity on DDA accounts and Share Draft accounts. American Profit Recovery has quickly established itself as one of the leaders in bank collections. By combining Sheshunoff's internal efforts with APR's third party intervention, the entire life cycle of the overdraft will be minimized. Not only will the effectiveness of the overdraft collection increase, but it will do so while decreasing the employee time taken to manage the process.

As a result of this partnership, American Profit Recovery will offer a flat fee program *averaging \$10 per collection account* as opposed to charging a typical percentage common with most collection agencies and attorneys. By charging a flat fee, APR allows the financial institution to keep more of their revenues. If you would like more information about how American Profit Recovery can help your financial institution they may be reached at (877) 634-8900, or visit them at www.americanprofit.net.

"We constantly monitor our financial institutions needs and, after enhancing our previous process, I believe we have a winning combination that will allow us to truly offer a seamless interface with a collection agency eliminating as much human error as possible. Moving forward, we would like to see all of our new clients using American Profit Recovery and gradually convert all of our existing clients to the new program."

-Gabriel Sheshunoff, CEO—Sheshunoff Management

"This solution utilizes technology to streamline the collections process and offers our clients a comprehensive program to identify and manage their level of risk exposure."

-Steve Simpson, Director of Product Development—Sheshunoff Management

"I not only think we will see improved recovery rates for Sheshunoff's clients but we will also see a significant increase in consumer satisfaction. We are very open to the financial institutions needs and feel they shouldn't have to change to do business with APR."

-Justin Berg, Principal of American Profit Recovery

By **Sheshunoff Management Services** and **American Profit Recovery** partnering, your financial institution will see noticeable advantages:

- ⇒ Seamless interface, minimizing both human error and involvement!
- ⇒ *Average cost per account is less than \$10.00!*
- ⇒ State of the art real-time reporting capability thru **APRweb**.
- ⇒ Automatically send accounts to **eFunds**.
- ⇒ An average combined APR recovery rate of 58%.
- ⇒ Single contact at APR for customer service and support.



Get your clients to pay without running them off permanently by using our unique flat-fee approach