

SUCCESS STARTS

HERE

Franklin Synergy Bank's **Brand Book.**



HOW DO WE

AT Franklin Synergy Bank, success is measured in more than just numbers or milestones. It's measured in the lives we impact throughout the communities we serve and the neighborhoods we call home.

But our very first measure of success starts with you. As part of the Franklin Synergy family, we are invested in you and your goals, both today and in the future.

We've created this book to help you succeed and to remind you where we've come from, where we are now and, most importantly, where we are going. By understanding our culture and how we stand out in the ever-changing financial industry, together we can create an even better future.

DEFINE SUCCESS?

Franklin Synergy Bank success starts **here.** 



OUR MISSION



Our mission comes to life through **you.**

WHY ARE WE HERE?

TO build a legacy company by creating shareholder value, cultivating strong customer relationships and fostering an extraordinary team of directors, officers and employees.

We will profitably market technologically advantaged financial products and services to relationship-oriented local businesses, professionals, consumers and community banks.

OUR VALUES

WE deliver a high standard of banking through our values. Our mission is underscored by the values that drive our decision-making and determine our direction.



Our history reveals the importance of **COMMUNITY**, the value of

INTEGRITY, the power of **INNOVATION** and the significance of **RESPECT**.

COMMUNITY

INTEGRITY

INNOVATION

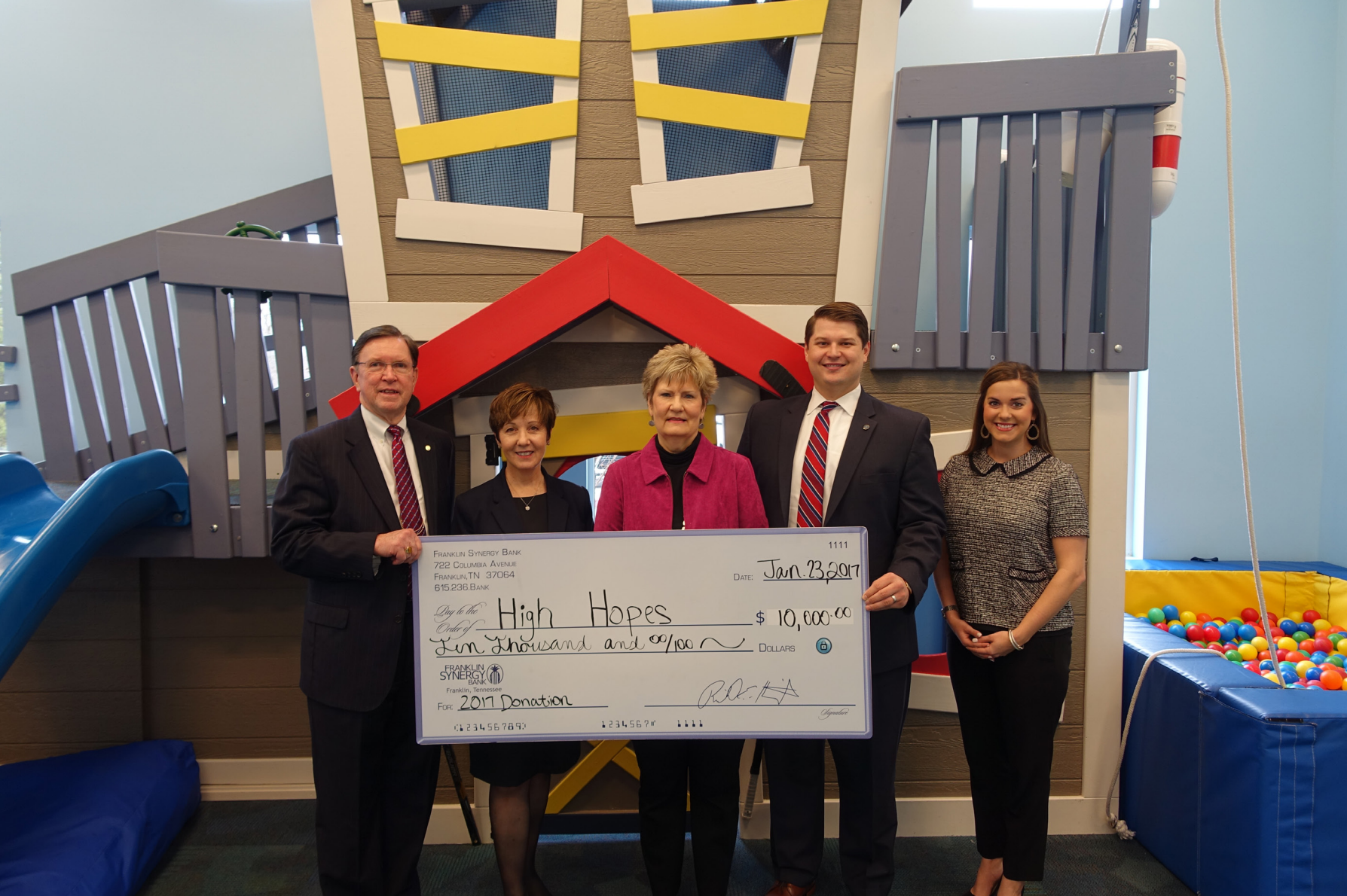
RESPECT

WE are proud of the communities in which we live and work and believe our role is to help create a culture of prosperity and success. Ours is a culture of giving back and investing in our communities.

WE are professional and work with honesty in all that we do. From how we serve clients to how we engage with the community and work with business leaders. Our integrity sets us apart.

WE must evolve and be nimble to meet the evolving expectations of our clients today and as we move forward. We embrace banking innovations and technology advancements that work to elevate their banking experience.

WE treat everyone equally and with the same amount of dedication to help them realize their greatest success.



WHAT PART DO I PLAY?

AS a member of the Franklin Synergy family, you are part of a dynamic team of banking professionals—and part of how our community sees us as a company. You are the champion of our brand and the embodiment of our values.



You make all the **difference.**



EMPOWERED EMPLOYEES IMPACT POWERFUL CHANGE

WE have ambitious goals and
need your help to achieve them.

YOU have the power to
strengthen the way people feel
about Franklin Synergy Bank.

It all starts with **you.** 

THE CULTURE OF SUCCESS

OUR story is one for the ages. In 10 short years we've accomplished what many banks take decades to achieve. Our success is because of you. Our future success will be because of you.



One of the **largest** 300 banks in the nation

Over **\$3.4 billion** in assets

Steadily **increasing** market share

#1 in Williamson Co. #2 in Rutherford Co. #6 in the Nashville MSA

4th **largest bank** headquartered in Tennessee

Publicly traded company on the NYSE under the ticker **FSB**

THE FRANKLIN SYNERGY EXPERIENCE

YOU'VE helped create this Franklin Synergy experience. It's one that invites people to keep coming back and gives them that familiar, welcoming feeling each time they walk through our doors.

As face-to-face interactions become increasingly rare as consumers go online for services, it's now more important than ever to create experiences that endear us to our customers and make us an invaluable resource.

People come to Franklin Synergy because their friends and family have experienced both our unique culture and exceptional customer service.



HOW WE DO IT

WE can work together to deliver the Franklin Synergy Experience every day. Keep these tips in mind throughout each interaction with our customers and our community.



Every encounter matters—**make it count.**





BE

EFFICIENT

- Take your cues from the customer—are they in a hurry or taking their time?
- Remember that people are busy and want convenience
- Don't sacrifice quality for quickness—take enough time to do things right

A PROBLEM SOLVER

- Take the time to understand an issue before offering a solution
- Treat every problem as an opportunity to deepen the relationship
- Look for ways to remove barriers and get to 'yes' faster
- Turn a potentially negative interaction into a positive one

KNOWLEDGEABLE

- Know our products and services inside and out; be the customer's go-to person for any bank related questions
- Recognize opportunities to expand the relationship; suggest additional helpful banking solutions
- Project confidence, while being approachable
- Remember that if you don't have the answer, it's best to find someone that does

WELCOMING

- Be sincere and authentic
- Start a conversation
- Get to know your customers so you can greet them by name
- Remember, the small things can make a big difference

ONE FINAL THOUGHT

ALWAYS remember: no matter how Franklin Synergy Bank grows or how many achievements we accomplish, you, as our valuable team member, are the truest measure of our success and the greatest asset we will ever acquire.



Our success starts here — **with you.** 

YOU ARE
FRANKLIN
SYNERGY

