



Ardmore Banking Advisors, Inc.

Strategic Partnerships for the 21st Century

www.ardmoreadvisors.com ■ 610-649-4643

CRE Insight™

**The Only Commercial Real Estate Portfolio Tracking and Reporting System
Created By Bankers For Bankers and working today.**

Selected References:



Sterling Bank is a wholly owned subsidiary of Sterling Bancshares, Inc., a Houston Texas-based bank holding company with total assets of \$4.4 billion. Sterling Bank was founded in 1974 and has become one of the largest, locally-managed banks in Texas. Sterling Bank delivers personal service at 40 banking offices in the Houston, Dallas and San Antonio metropolitan areas.

"We chose to work with Ardmore Banking Advisors to create our CRE loan concentration reporting solution because of their deep expertise in banking, and extensive knowledge around the CRE Guidance.

"Unlike many other software providers, Ardmore's CREInsight solution is built by bankers for bankers, and is affordable to banks of all sizes. We were excited to be part of the development of CREInsight, and believe it helps set the bar for best practices in CRE portfolio management. We have been running our CRE portfolio data through it since June, and find it meets our needs very well."

Sonny Lyles - Chief Risk Officer, Chief Credit Officer Sterling Bank



Bryn Mawr Trust is a wholly owned subsidiary of the Bryn Mawr Bank Corporation, a one-bank holding company publicly held and traded on NASDAQ and headquartered in Bryn Mawr, Pennsylvania, 12 miles west of Philadelphia. The Bryn Mawr Trust Company was founded in 1889, and has \$827 million in corporate assets and \$2.5 billion in trust and investment assets under management and administration.

"CREInsight is just the type of tool that our bank needed to help better produce the kind of CRE portfolio reporting we wanted. CREInsight's features and budget requirements were a good fit for Bryn Mawr Trust. We appreciate Ardmore Banking Advisors' perspective, as they are experts in the banking industry. They continue to be very helpful in assisting us in implementing the best practices of CRE portfolio coding and concentration reporting."

Martin Gallagher – Senior Vice President, Commercial Lending Division Manager, The Bryn Mawr Trust Company