In a Portfolio Moving World: What's the best way to RFP your co-brand and move your portfolio to a new provider?

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Overview

• Initial Considerations
  – Use of consultant / outside counsel in RFP process
  – Preferred Bank Partner

• Scope
  – Product Offering
  – Term (5, 7, 10 year term)
  – Exclusivity

• Timing of Process
  – RFP Process (1st / 2nd round)
  – Program Milestones
  – Portfolio Purchase
Overview

• Risk and Pricing Strategy
  – Depth of underwriting
  – Transparency in underwriting
  – Targets
  – Competitiveness
• Projections for Account Originations
• Operations and Functional Support
  – Dedicated v. Designated
Overview

• Loyalty Program and Value Proposition
• Data Analytics / Reporting
• Economics
  – Profit/Revenue Share
  – Signing Bonus
  – Funds (e.g., account bounties, royalties, marketing, innovation)
Overview

• Termination Rights
• Purchase Mechanics
  – Information from the partner bank
  – Purchase right
  – FMV v. Par
  – Timing
  – Access to data
  – Conversion Assistance