DepositLeads - One-Page Pricing & ROI Sheet
Prepared May 27, 2026

Recommended plan for a community bank pilot conversion: Platinum
Annual software price: $29,990/yr
Pilot access: 30-day pilot terms available by request after fit, source, and suppression review

Example ROI Assumptions
- Example bank: $950M assets, four Arkansas counties, six BDOs, three treasury officers, four mortgage originators.
- Example monthly production: 180 qualified signals, 240 logged calls, 24 meetings, 6 opened relationships.
- Example average opening operating deposit: $125,000.
- Example annualized new deposits: $9.0M.
- Example relationship revenue assumption: 3.20% annual gross relationship value before cost of funds, attrition, and servicing costs.
- Example modeled annual value: $288,000 against $29,990 annual software cost.

Modeled Payback
In the example, one opened operating relationship per month at $125,000 average opening deposit would produce $1.5M annualized deposits. Six opened relationships per month would produce $9.0M annualized deposits. At the example 3.20% gross relationship-value assumption, that equals $288,000 modeled annual value.

Price-to-Value Framing
At $29,990 per year, the example modeled annual value is roughly 9.6x software cost before cost of funds, attrition, staffing, and servicing costs. The bank should replace these assumptions with its own values during the pilot readout.

Board-Safe Caveat
All ROI numbers are planning examples. A bank should replace assumptions with its own deposit value, fee income, conversion rate, and pilot results before board use.