

We Wil Never Forget

by [Steve Brown](#)

We urge our community bank readers to pause and take a moment today to honor those brave men and women who gave their lives on September 11, 2001. We also extend our greatest admiration today to the soldiers who protect our country every single day and the families who support them.

Never forget.

Try to find a soldier, police officer or fire fighter and shake hands with them as you thank them for what they do. Urge your staff to do the same.

BANK NEWS

M&A

BB&T (\$184B, NC) will acquire The Bank of Kentucky (\$1.9B, KY) for \$363 million in cash and stock.

Unemployment

The latest report from the BLS finds the duration of unemployment breaks down into the following buckets in order: 27 weeks or more (33%), less than 5 weeks (27%), 5 to 14 weeks (25%) and 15 to 26 weeks (15%).

App Update

A ComScore report finds there are over 2mm apps in Apple and Google app stores but the top 10 dominate. These include Facebook (most used app at 115mm people), followed by YouTube (83mm), Google Play (72mm), Google Search (70mm), Pandora (69mm), Google Maps (65mm), Gmail (60mm), Instagram (47mm), Apple Maps (42mm) and Yahoo Finance (42mm).

Customer Acquisition

Banks often get new customers by focusing marketing efforts on people who move. That is why it is interesting that Golan's Moving and Storage reports 43mm people move every year (60% do so for work, government or military reasons and 40% move for personal reasons).

Customer Stress

The government reports the highest percentage of job losses for those who were self-employed from 2006 to 2013 came in the following positions in order by percentage: construction managers (-38%); first line supervisors of construction trades (-33%); farmers, ranchers and agricultural managers (-22%); real estate agents (-22%); first line supervisors of non-retail sales staff (-21%); first line supervisors of retail sales workers (-19%); heavy and tractor trailer truck drivers (-15%); carpenters (-14%); and painters, construction and maintenance (-13%).

Cyber Crooks

Federal authorities have charged two former tellers at Wells Fargo of stealing customer identities and then using the information to access online accounts and steal money. The tellers reportedly shared personal customer information with 3 other people that have also been charged in the scam. The tellers stole names, social security numbers, bank account numbers, birthdates and other critical information to set up online access, then changed passwords and contact information to take control of the accounts and steal money.

Shopping Habits

Research by analytics platform Custora finds almost 37% of visits to online stores now come from mobile devices.

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