



June 30, 2022
 Town of Purcellville, VA
 221 South Nursery Avenue
 Purcellville, VA 20132

Re: Rate Quote

Dear Mayor Fraser,

I am pleased to provide the attached proposal for banking services on behalf of Pinnacle Bank. Pinnacle Bank offers IntraFi Network Deposits that allow the Town of Purcellville to enjoy the safety and simplicity that comes with access to multi-million-dollar FDIC insurance through a single bank relationship. These deposits are divided into amounts under the standard FDIC insurance maximum of \$250,000 and then are placed into deposit accounts or CDs at multiple FDIC-insured banks.

As part of our proposal, we have included the following options for your review:

1. Insured Cash Sweep Option

The Town's Funds can be placed into demand deposit accounts, money market deposit accounts, or both with daily liquidity. Pinnacle is pleased to offer the following interest rate:

Balances < \$5MM: Federal Funds Target Rate minus 15 bps with a floor of 25 bps

Balances > \$5MM: Federal Funds Target Rate with a floor of 40 bps

This option will adjust automatically with the market, and we believe it provides the Town with the highest level of flexibility for these funds.

2. Certificate of Deposit Option

The Town's funds can be placed into certificates of deposits with multiple term options to meet its liquidity requirements. Pinnacle is pleased to offer the following terms and interest rate options:

Term	Interest Rate
3 Months*	1.50%
6 Months	2.20%
9 Months	2.50%
12 Months	2.80%
18 Months	3.00%

**Pinnacle recommends the Town utilize the insured cash sweep option for terms three months or less as it provides a higher return.*

Lastly, Pinnacle will work with the Town to customize a structure utilizing any of these options to best meet its liquidity requirements.

About Pinnacle

Pinnacle is a unique bank and is making a significant investment in the Washington, DC area. Our team of highly seasoned banking veterans were recruited to Pinnacle because we are aligned with its mission to be the best financial services firm in the Southeast. Pinnacle believes that by creating a best place to work environment we empower our associates to focus on providing our clients with best-in-class service. Further, we know the industries present here and are committed to serving them and our communities. Our goal is to become a strategic partner that provides distinctive service and effective advice. It is important to us that we provide proactive and thoughtful solutions to our clients.

I've included a summary on the Bank as I think it highlights how we are different from our competitors and will be of interest to you as you evaluate and decide on your next banking partner. We know it is a big decision and appreciate the opportunity to provide our proposal for your consideration.

I look forward to your feedback and am happy to provide references.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Green".

Jessica Green
Senior Vice President
Pinnacle Financial Partners

THE PINNACLE STORY

Pinnacle is different. No other bank can do what we do.
Because we believe that people matter.
Pinnacle was designed to battle the bureaucratic and impersonal service
that has taken over banking.

HOW WE DO IT

Recruiting and Hiring Associates. *We care about every single person we hire.*

- **We target only happy, successful people.** Our associates recommend former co-workers or colleagues who are highly successful and will fit well with Pinnacle's culture. This drives the odds way up that we are hiring associates who will be successful at Pinnacle and unlikely to leave. This is a key ingredient to distinctive service and effective advice.
- **Firm leaders are responsible for associate recruitment**— not the HR team or search firms.
- **We hire only highly experienced associates.** We will never turn our clients over to trainees. Consequently, we require a minimum of 10 years of experience for most roles.
- **A heart to serve.** We strive to find associates who are *naturally* passionate about client service and taking care of fellow team members.

Compensating Associates. *Culture starts with strategy.*

- **Associates are owners.** We grant restricted stock to every single associate, aligning all our interests with those of shareholders and allowing everyone to participate in the long-term value we are creating.
- **We win together and lose together.** Likewise, every single associate is awarded annual cash incentive payments based on achievement of firmwide results — not business unit or individual performance. We are intentional about eliminating anything that leads to formation of silos or associates who work for individual pay and performance at the expense of the team.

Exciting and Engaging Associates. *It's not lip service.*

- **We live our values.** We value things like *integrity* (our words match our actions and our actions match our words), *fairness* (we pursue solutions that are fair to everyone), *partnership* (we nurture relationships characterized by trust, respect and responsibility) and *results* (we fulfill our commitments)— to name a few.
- **We share information.** All associates gather quarterly and leaders monthly to focus on how the firm is performing and “what's important now.” Every associate is treated as an owner and has personal knowledge of where we're going as a firm, what is working and what is not.

- **We hold leaders accountable for leadership – for engaging our associates.** We measure associate engagement with a standardized work environment survey. Leaders are expected to generate 75% “top box” ratings for associates’ responses to the survey.
- **We listen.** From our annual work environment survey to our listening sessions, we frequently ask associates for feedback and take action based on their suggestions.
- **We say thank you.** Showing appreciation for extra effort goes a long way, so our leaders look for opportunities to praise and recognize associates for a job well done.
- **We look for opportunities to build family and celebrate together.** Examples include a firm-wide anniversary celebration, family picnics, market-wide sporting events, celebrations when associates hit key milestones, etc. It is important that everyone is known and valued.

Engaging Clients. *It’s everyone’s job.*

- **We focus on service and advice.** No sales culture. We focus on meeting a client’s needs, not selling them a product. We host workshops and masterminds and forums to provide access to advice and opportunities.
- **We answer the telephone in no more than 3 rings with a live person.** Clients deserve our immediate attention.
- **Every associate is empowered to wow clients** – to connect with clients on a personal basis and do something so special and customized to what the clients’ needs are that clients are blown away and lasting bonds are formed.
- **Back-office teams commit to service level agreements.** Performance standards cover the entire spectrum of client impact from turnaround time on small loan decisions and closing, speed of answer in the Client Service Center, timing of statement mailing, online banking uptime, etc. This enables us to build trust with clients and provide a reliable and distinctive level of service.
- **We listen.** We frequently ask clients how we are doing through annual, new account opening and transaction surveys.

Improving Our Communities. *We connect our associates to purpose.*

- **We target 1% of our pretax profits to “give back” to our communities.** We generally contribute to organizations that our associates are passionate about and with which they are personally involved.
- **We lead the community discussion on important matters.** We frequently host gatherings where informed leaders are made available to discuss issues with the community.

Being the Best. *We are easily satisfied with being the very best.*

- We **love** to compete and win against other high-performing companies on things like market share, our work environment, our client attraction and service and our total shareholder returns.

ICS[®] and CDARS[®] deposit products are now called IntraFiSM Network DepositsSM

Cash management today: safe, simple, smart.

With IntraFi Network Deposits (formerly known as ICS and CDARS deposit products), you can enjoy the safety and simplicity that comes with access to multi-million-dollar FDIC insurance through a single bank relationship.



Peace of mind

Rest assured knowing that funds are eligible for FDIC insurance protection in amounts well into the millions, all backed by the full faith and credit of the federal government. And since deposit accounts are not subject to floating net asset values, you can feel secure knowing that market volatility will not negatively affect principal.

Interest

Put cash balances to work in demand deposit accounts, money market deposit accounts, or CDs.

Liquidity

Enjoy access to funds placed through IntraFi Network Deposits into demand deposit accounts and money market deposit accounts. With CD placements, select from multiple term options to meet your liquidity needs.

Time savings

Work directly with just us—a bank you know and trust—to access multi-million-dollar FDIC insurance and forego the need to use repo sweeps, to track collateral on an ongoing basis, or to manually consolidate statements and disbursements from multiple banks.

Community support

Feel good knowing that the full amount of funds placed through IntraFi Network Deposits can stay local to support lending opportunities that build a stronger community.¹

How does IntraFi Network Deposits work?

We, like other institutions that offer IntraFi Network Deposits, are members of a special network. When we place your deposit through IntraFi Network Deposits, that deposit is divided into amounts under the standard FDIC insurance maximum of \$250,000. The amounts are then placed into deposit accounts or CDs at multiple FDIC-insured banks. As a result, you can access FDIC coverage from many institutions while working directly just with us.

Receive one statement from our bank for each product option in which you participate and access key details about demand and savings accounts online, 24/7. And, as always, know that your confidential information is protected.



IntraFi
Network DepositsSM

Formerly ICS[®]
and CDARS[®]

Jessica Green, SVP
Pinnacle Financial Partners
Jessica.Green@pnfp.com
571-527-6299

[1] When deposited funds are exchanged on a dollar-for-dollar basis with other institutions that use IntraFi Network Deposits, our bank can use the full amount of a deposit placed through IntraFi Network Deposits for local lending, satisfying some depositors' local investment goals or mandates. Alternatively, with a depositor's consent, our bank may choose to receive fee income instead of deposits from other participating institutions. Under these circumstances, deposited funds would not be available for local lending.

Placement of funds through IntraFi Network Deposits is subject to the terms, conditions, and disclosures in the program agreements, including the Deposit Placement Agreement ("DPA"). Limits apply and customer eligibility criteria may apply. Program withdrawals may be limited to six per month for funds placed in MMDAs. Although funds are placed at destination banks in amounts that do not exceed the FDIC standard maximum deposit insurance amount ("SMDIA"), a depositor's balances at the relationship institution that places the funds may exceed the SMDIA (e.g., before settlement for a deposit or after settlement for a withdrawal) or be ineligible for FDIC insurance (if the relationship institution is not a bank). As stated in the DPA, the depositor is responsible for making any necessary arrangements to protect such balances consistent with applicable law. If the depositor is subject to restrictions on placement of its funds, the depositor is responsible for determining whether its use of IntraFi Network Deposits satisfies those restrictions. IntraFi, Network Deposits, and the IntraFi logo are service marks, and ICS and CDARS are registered service marks, of IntraFi Network LLC.