

# CHAIRMAN'S CORNER: REFERRALS AND CONFIDENTIALITY



TRUXTON TRUST  
A PRIVATE BANK



**Thomas S. Stumb**  
Chairman and  
Chief Executive Officer

Enquiring minds want to know...

Regularly, I get asked by some friends and a few family members, "Does so-and-so do business with Truxton?" My usual reply is, "Gee I'm sorry but you'll have to ask them," because, of course, confidentiality reigns supreme in our business. Occasionally however, I get to respond, "Yes they do, and I hope you'll talk with them about it." On these occasions, we have either asked permission to use our client as a reference or they have volunteered to rave about us in that capacity. It's not that I have overly-nosy friends or family; indeed, this activity is driven by a desire from people close to me who have grown to love Truxton Trust and want to encourage other people they love to likewise enjoy the same wonderful experience at Truxton Trust as they have.

For several years now, a very healthy percentage of our new business has come from people who were referred to us by one of our existing clients. Oftentimes this will happen simply because one of our clients overhears a friend griping about something that has frustrated or upset them at another bank or wealth management firm. Now in our fourteenth year, we regularly are approached by prospective clients who have heard good things about us from one or more of their friends, family members, lawyer or accountant, or other trusted advisors. It's an enviable spot we have worked hard for many years to be in...

To all of you who have been so kind to refer business to Truxton Trust Company over the years, please allow me this opportunity to say, "THANK YOU!!" Your endorsement of the quality of our work has been a very important part of our success, and we hope that our service quality will continue to inspire you to continue recommending us to others. And to those of you who prefer to do business with a company that understands, appreciates, and respects that privacy with regard to your personal finances is critically important to you, please rest assured that we know how and when to keep our mouths shut.

Nothing is more important to us than our reputation. ■

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