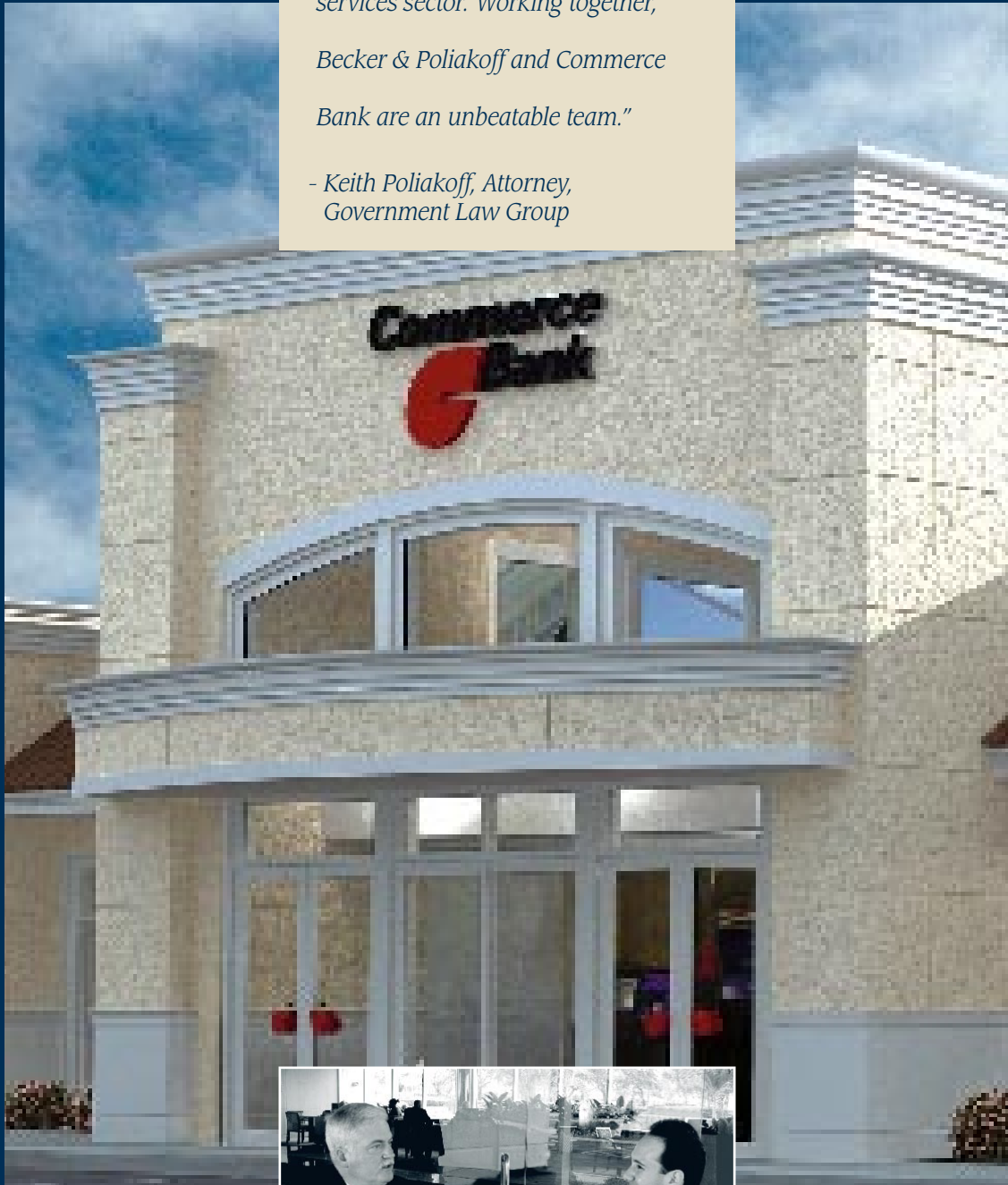


"Commerce Bank's focused and aggressive approach to retail banking is revolutionizing Florida's financial services sector. Working together, Becker & Poliakoff and Commerce Bank are an unbeatable team."

*- Keith Poliakoff, Attorney,
Government Law Group*



Pictured above: John Tolomer, President, Commerce Bank Florida and Keith Poliakoff, Attorney.

When Commerce Bank made its move into South Florida with an ambitious plan to open 150 bank branches, it turned to Becker & Poliakoff.

Challenge

Well known in the Mid-Atlantic States, Commerce Bank entered the crowded and competitive Florida financial services market with three goals: build new banks, establish lasting relationships and extend its reputation as “America’s Most Convenient Bank” to Florida.

Approach

Legal and local insights into zoning, permitting and land use law help simplify and expedite Commerce’s entry and rapid growth in Florida while adding value at every stage. Our attorneys assist Commerce bankers with the implementation of a strategic integration plan that focuses on building awareness and recognition with target customers and promoting the strong Commerce Bank brand. We also provide traditional legal services such as representation for asset-based lending.

Outcome

Founded in the same year, 1973, Becker & Poliakoff and Commerce Bank share a commitment to stability, growth and innovation. With more than 400 branches in the Northeast, Commerce Bank started with seven branches in South Florida with plans to rapidly expand to 150 branches. It continues its growth and expansion into South Florida working closely with Becker & Poliakoff attorneys.

