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## **Viewpoint: A Wealth of Opportunity for Banks**

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Though the past year has been one of the most difficult in the financial services industry, this may be the best time for banks to expand their wealth management business.

For most banks, a new or growing source of fee income is particularly welcome these days. Wealth management is a rich opportunity to increase income, and many banks have excellent wealth management prospects among existing customers, particularly businesses.

Banks are well positioned to make a big push into the wealth management business in the current economic environment.

Read the full article at [\*American Banker/Bank Investment Consultant.\*](#)