



ChoiceOne Financial Services (COFS)

Updated August 14th, 2026 by Aristofanis Papadatos

Key Metrics

Current Price:	\$34	5 Year CAGR Estimate:	9.1%	Market Cap:	\$514 M
Fair Value Price:	\$38	5 Year Growth Estimate:	4.0%	Ex-Dividend Date¹:	9/14/26
% Fair Value:	90%	5 Year Valuation Multiple Estimate:	2.1%	Dividend Payment Date:	9/29/26
Dividend Yield:	3.4%	5 Year Price Target	\$46	Years Of Dividend Growth:	14
Dividend Risk Score:	C	Sector:	Financials	Rating:	Hold

Overview & Current Events

ChoiceOne Financial Services is the holding company for ChoiceOne Bank, which is headquartered in Sparta, Michigan. Founded in 1898, ChoiceOne Bank has grown to a bank with a full range of financial services. It operates 56 offices and has a market capitalization of \$514 million. The bank offers a variety of deposit, payment, credit and other financial services to all types of customers. These services include time, savings, and demand deposits, safe deposit services, and automated transaction machine services. The bank also offers loans to consumers and corporations.

ChoiceOne Bank faces significant competition from much larger financial institutions in its operating area. Due to competition for deposits, the bank cannot achieve a higher-than-typical net interest margin. On the other hand, ChoiceOne Bank performed better than most regional banks in the downturn caused by the surge of interest rates in 2022-2023. While many banks incurred material losses due to the plunge in their fixed-income securities, ChoiceOne Bank posted record earnings-per-share of \$3.15 in 2022 and incurred just a -10% decrease in 2023.

On March 1st, 2025, ChoiceOne Financial Services acquired Fentura Financial (FETM) in an all-stock deal valued at \$180.4 million. Each share of Fentura was converted to 1.35 shares of ChoiceOne Financial Services. The deal has created the 3rd largest bank in Michigan, with 56 offices in the area. As the deal value was 58% of the market cap of ChoiceOne Financial Services before the deal, it is likely to prove a major growth driver for the bank.

In late July, ChoiceOne Financial Services reported (7/24/26) results for the second quarter of 2026. Net interest income edged up 1% over the prior year's quarter while net interest margin shrank from 3.66% to 3.59%. Due to higher provisions for loan losses, adjusted earnings-per-share decreased -8%, from \$0.90 to \$0.83, and missed the analysts' consensus by \$0.05. We note that net interest margin has stopped expanding in recent quarters. We still expect a modest decrease in earnings-per-share this year.

Growth on a Per-Share Basis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
EPS	\$1.68	\$1.70	\$2.02	\$1.58	\$2.08	\$2.87	\$3.15	\$2.82	\$3.37	\$3.68	\$3.50	\$4.26
DPS	\$0.62	\$0.64	\$0.71	\$0.80	\$0.82	\$0.94	\$1.01	\$1.05	\$1.09	\$1.12	\$1.16	\$1.41
Shares²	3.6	3.6	3.6	4.5	7.5	7.7	7.5	7.5	9.0	15.1	15.5	20.0

In 2020, ChoiceOne Financial Services acquired Community Shores Bank and became the 12th largest bank holding company in Michigan based on asset size. ChoiceOne Financial Services remains a low-market cap company but it has decent growth prospects. It has grown its earnings-per-share by 9.1% per year on average over the last nine years. Moreover, it is on track to expand significantly thanks to the aforementioned acquisition of Fentura Financial. Nevertheless, we prefer to be conservative, given the small size of the bank. Given our expectations for material synergies from the merger with Fentura Financial and lower interest rates in the upcoming years, we expect 4% growth of earnings-per-share on average over the next five years.

¹ Estimated date.

² In millions.

Disclosure: This analyst has no position in the security discussed in this research report, and no plans to initiate one in the next 72 hours.



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Valuation Analysis

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Now	2031
Avg. P/E	10.9	11.6	12.1	17.5	13.9	8.9	7.4	8.6	8.6	8.2	9.7	10.8
Avg. Yld.	3.4%	3.2%	2.9%	2.9%	2.8%	3.7%	4.4%	4.3%	3.8%	3.7%	3.4%	3.1%

ChoiceOne Financial Services has traded with an average price-to-earnings ratio of 10.8 over the last decade. We assume this as a fair valuation level for the bank. The stock is currently trading at a price-to-earnings ratio of 9.7. We expect the stock to trade at its average valuation level in five years. In such a case, the stock will enjoy a 2.1% annualized gain thanks to the expansion of its valuation level.

Safety, Quality, Competitive Advantage, & Recession Resiliency

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2031
Payout	37%	38%	35%	51%	39%	33%	32%	37%	32%	30%	33%	33%

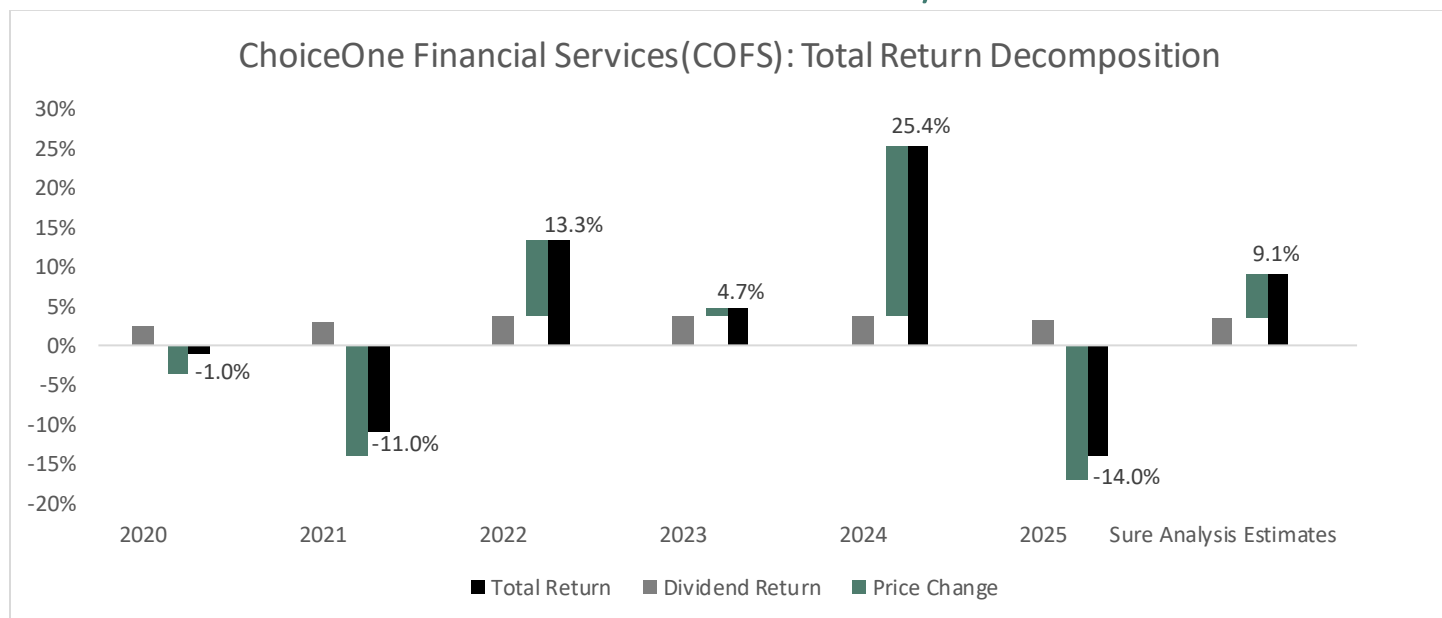
ChoiceOne Financial Services is smaller than many of its competitors while competition has greatly heated among banks for customer deposits. As a result, ChoiceOne Financial Services does not have a meaningful competitive advantage and hence it experiences a typical net interest margin.

The bank has grown its dividend for 14 consecutive years and is offering a 3.4% yield, which is higher than the 2.7% median yield of the financial sector. In addition, the bank has grown its dividend by 4% per year on average over the last five years and has a healthy payout ratio of 33%, which provides room for meaningful dividend hikes in the upcoming years. Given also the fairly resilient performance of the company in the downturn caused by high interest rates, the stock is suitable for income-oriented investors, though investors should always be aware of the increased risk of small-cap stocks.

Final Thoughts & Recommendation

ChoiceOne Financial Services has become attractive thanks to its strong business performance and the major merger it recently completed. The stock could offer a 9.1% average annual return over the next five years thanks to 4.0% earnings-per-share growth, its 3.4% dividend and a 2.1% annualized valuation tailwind. It receives a hold rating.

Total Return Breakdown by Year



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Income Statement Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenue	27	27	29	37	74	80	81	81	92	162
SG&A Exp.	10	11	11	15	28	31	32	34	36	---
D&A Exp.	3	2	2	3	8	12	13	12	12	---
Net Profit	6	6	7	7	16	22	24	21	27	28
Net Margin	22.4%	22.5%	25.3%	19.4%	21.2%	27.6%	29.0%	26.3%	28.9%	17.3%
Free Cash Flow	9	6	6	8	7	35	44	42	47	---
Income Tax	2	2	1	1	3	4	4	4	6	6

Balance Sheet Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Total Assets	607	647	671	1,386	1,919	2,367	2,386	2,577	2,723	4,411
Cash & Equivalents	15	37	20	60	80	32	44	55	97	88
Goodwill & Int. Ass.	14	14	14	59	66	64	63	62	61	161
Total Liabilities	536	570	590	1,194	1,692	2,145	2,217	2,381	2,463	3,945
Long-Term Debt	12	20	5	33	12	85	85	236	211	313
Shareholder's Equity	72	77	80	192	227	222	169	196	260	465
LTD/E Ratio	0.17	0.26	0.07	0.17	0.05	0.38	0.50	1.20	0.81	0.67

Profitability & Per Share Metrics

Year	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Return on Assets	1.0%	1.0%	1.1%	0.7%	0.9%	1.0%	1.0%	0.9%	1.0%	0.8%
Return on Equity	8.6%	8.3%	9.3%	5.3%	7.4%	9.8%	12.1%	11.7%	11.7%	7.8%
ROIC	7.4%	6.8%	8.0%	4.6%	6.7%	8.1%	8.4%	6.2%	5.9%	4.5%
Shares Out.	3.6	3.6	3.6	4.5	7.5	7.7	7.5	7.5	8.2	14.0
Revenue/Share	7.50	7.57	7.99	8.14	9.79	10.36	10.81	10.67	11.24	16.22
FCF/Share	2.51	1.77	1.58	1.86	0.88	4.54	5.83	5.58	5.71	---

Note: All figures in millions of U.S. Dollars unless per share or indicated otherwise.

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