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## **Allegacy Federal Credit Union Opens Second Financial Center in Davie County**

*Bermuda Run Financial Center Offers Latest Technology, Customer Experience*

**Winston-Salem, N.C., September 24, 2018** – Allegacy President and CEO Cathy Pace wants members to feel the difference when walking into the credit union’s newest financial center located in Davie County. Built specifically with Allegacy’s brand focus to do the right thing for members’ wellbeing, the Bermuda Run financial center shapes its member experience through innovative products offered, services provided, and a unique financial location, unlike anything the credit union has done before.

“We have dedicated our past few years to making Allegacy a better organization, investing in building our brand from the inside out, which we know will deliver a long-term positive impact for our members,” said Pace. “Through proactively engaging with our members, who are at the center of everything we do, and asking for feedback and input, we ensure their voice is driving our solutions and actions, which is seen in our new location at Bermuda Run.”

Allegacy’s Bermuda Run financial center, located at 128 Yadkin Valley Road, is the credit union’s latest branch experience designed to offer members a variety of innovative ways to do business via a combination of technology options and opportunities for face-to-face engagement with member advisors.

Some of the highlights in the new financial center include:

- New floor plan design with a guided experience from a Member Advisor, assisting members’ needs from start to finish
- Inside Interactive Teller Machine technology with videoconference capabilities to assist with teller line transactions and service requests
- Open lobby with teller engagement pods
- Improved staff technology

- Three lane drive through options with two outside Interactive Teller Machines and a night deposit drop
- Charging station and tablets for member use
- Digital kid's area
- Member refreshments
- Shared conference room space
- Learning center to host community events and seminars

A CFS\* financial advisor and mortgage lender are onsite daily to open new accounts, assist with credit and lending options, and offer mortgage and investment connections. Business Services options are available as well.

“While Allegacy is focused on being a financial institution of the future, the core value of helping members be their best remains steadfast,” said Pace. “With our beliefs to serve, care, collaborate and grow, we are proud to continue to work together to do the right thing for our members’ wellbeing, allowing us all to be our best each and every day.”

A grand opening celebration is scheduled for October 5 and 6 with a ribbon cutting at 9 a.m. on Oct. 5<sup>th</sup>. During the two days, Allegacy will offer activities, entertainment and product specials including an 11-Month Certificate to earn 3.36% APY on new money deposits up to \$100,000. Opening deposit of \$500.00 is required. For more information please call 336-774-3400 or visit [Allegacy.org/grandopening](http://Allegacy.org/grandopening).

## About Allegacy

For 51 years, Allegacy has helped its members, employees and the communities it serves be their best by helping people make smart financial choices. By doing right, Allegacy has become one of the largest credit unions in North Carolina serving more than 140,000 members worldwide with over \$1.3 billion in assets and an additional billion dollars in assets under management in its financial planning group. With roots in Winston Salem, Allegacy has 16 locations and eight high school student-run credit unions. Allegacy offers personal and business financial services to help a broad membership base including the employees, retirees and families of over 700 companies throughout the country be their best. To learn more, visit [Allegacy.org](http://Allegacy.org).

\*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA/SIPC) and SEC Registered Investment Advisor. Products offered through CFS: **are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union and may involve investment risk including possible loss of principal.** Investment Representatives are registered through CFS. Allegacy Federal Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.