

Diamond Debuts in Royersford

2018 marked Diamond Credit Union's 71st year of service to their members and the community. Headquartered in Pottstown, they have experienced incredible growth over the past several years, with membership exceeding the milestone of 61,000 members. The impressive results achieved in all areas of their portfolio has enabled a strategic capital investment providing for an aggressive branching strategy in response to demands of the consumer market.

As a result, this month Diamond debuts their newest branch in Royersford, conveniently located just off Route 422. This state-of-the-art branch boasts 4,560 square feet and brings a unique "cash & coffee" twist as Starbucks® will be a partner-tenant in the new building. The Royersford market is relatively new to Diamond, positioned in the southeasternmost point of the area they serve, and studies indicate a large amount of potential for consumers and the credit union alike. The Royersford – Phoenixville – Collegeville areas are rapidly developing and are attracting young professionals for its big city convenience and suburban affordability. The average age of Diamond's new members ranges from 32-35 years old making this location and audience attractive for Diamond's brand.

Diamond is a full-service credit union offering all the same products and services found at most banking institutions. There's a big difference between credit unions and commercial banks though. While banks must produce profits for shareholders, as a credit union their profits are shared with their members in the form of higher interest rates on deposits and lower rates on loan products, and most often with less fees. In addition to the everyday money management accounts, mortgages, and financial planning services, Diamond offers a full line of Business Accounts for small-to medium-sized businesses.

Diamond's Business Services Division is fully rooted to deepen its efforts in building market awareness and increasing engagement as a financial option for

small-to medium-sized businesses in the market, focusing specifically on commercial lending and commercial real-estate lending. Whether you have a business with one employee or hundreds, the Business Services experts can provide you with the tools you need to run your business as well as help you define ways to achieve your specific goals.

Stop by and visit Diamond's new Royersford branch when they open their doors this month or visit them online at diamondcu.org to learn more today. Anyone who lives, works, worships, goes to school, or regularly does business in the Tri-County area can become a member of Diamond. Experience the culture and confidence that go along with knowing you're making the best decisions to secure a solid financial future.



Signage being placed on the exterior of the Royersford Branch.



Architectural rendering of the Royersford Branch.



Andrea Sawchuk-Moyer
will serve as
Royersford Branch Manager.



Interior of the Royersford Branch in development.

