

VISIONS

FEDERAL CREDIT UNION

Q & A with Lindsay Kennedy, Branch Manager, Visions FCU Muhlenberg Branch

Visions Federal Credit Union is a not-for-profit financial institution completely owned by its members. Established in 1966, Visions proudly serves over 220,000 members in communities throughout New Jersey, New York, and Pennsylvania. Services include banking as well as auto, home, personal, and business loans, and a wide range of business services.

Visions FCU's Muhlenberg Township branch, located in Temple, PA, has a commercial lender on site. The brand-new facility is open six days a week and able to take business members' night deposits.

We recently interviewed Muhlenberg Branch Manager Lindsay Kennedy about the business services available to Visions FCU members:

Q: What should a business owner look for in a financial partner?

Lindsay Kennedy: They should look for a financial institution that they can trust — one that they are comfortable in dealing with, and somebody who really understands their particular needs. We are always looking at different ways to make things easier for our business members, and to offer better products and services. We recently revamped our business account requirements and now offer options with no minimum balances. A lot of other institutions either have a monthly service charge or other fees, and we've worked really hard to do our best to eliminate that.



Q: How are business banking needs different from personal banking needs?

Lindsay Kennedy: When you have a business banking need, it's really important to form a partnership. Most businesses today need to have mobility and be on the go, especially if your business is open later in the day. I think that's important for business banking. You need to have the ability to manage your check deposits from home, or at a location that utilizes night drop. You also want to work with an institution that offers a large suite of products, including loans, credit cards, debit cards. At the end of the day, you want to find an institution that's a partner for you and makes it easy for you. The last thing you need is anything that makes it more difficult or cumbersome to be able to



do your business. Not all institutions specialize in commercial-type loans or business lines of credit to help you meet those unexpected demands of the business. So, when looking for a partner to meet your business banking needs, it's important to find one that does everything.

Q: If you could recommend the three most important accounts/services a new business should have — what are they?

Lindsay Kennedy: First and foremost is merchant services. Most businesses really need to have that ability to take debit cards, take transactions over the phone, or take transactions off of a website, depending on the type of business. That would be my number one recommendation.

The second recommendation is to work with a financial institution that offers mobile banking, that allows you to be able to run your accounts from home, including mobile deposit where you take pictures of your checks and they're automatically credited to your account. Your time is important as a business owner.

The third thing that I would recommend is the standard checking account and savings account. I think it's important that you have those accounts established, whether you choose to keep it at one financial partner or multiple. It's just nice to have that ability, and that helps you to establish a line of credit. It opens up those opportunities for you to continue the partnership.

Q: Does Visions FCU service only new businesses or existing businesses, too?

Lindsay Kennedy: We service all businesses. New businesses just starting up, and existing businesses looking for something a little different. We definitely have options that can help you and look forward to being your partner.



Q: If I want to open a new business account at Visions, what should I bring with me?

Lindsay Kennedy: Depending on what type of account you're looking for, whether it's Doing Business As (DBA), sole proprietor, or LLC or corporations, each situation is slightly different. So, we have made sure that on our website, we list exactly what you need to bring, or feel free to give us a call and we'll make sure you have everything set up to bring in to have a successful partnership, because at the end of the day we want to see your business succeed.

Lindsay Kennedy has resided in Berks County since 2004 and is a graduate of Pennsylvania State University — Berks Campus. Lindsay has been in the financial industry for over 20 years and has been with Visions FCU for the last 17 years. She has a passion for helping people succeed and creating partnerships with members and businesses in Berks County and the City of Reading area. Visions Federal Credit Union's Muhlenberg Branch is located at 4245 N. 5th Street Highway, Temple, PA 19560. For additional information, please contact Lindsay Kennedy at 800.242.2120, x93600; email: LMKennedy@VisionsFCU.org, and visit www.VisionsFCU.org.