



## Media Release

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### **North Bay Credit Union now serving Marin, Napa and Solano counties**

SANTA ROSA – North Bay Credit Union, which has seen a robust 10% increase in membership growth, is expanding its field of membership to serve more Northern California residents.

The California Department of Financial Protection and Innovation has approved the credit union to serve those who live, work or worship in Marin, Napa and Solano counties, in addition to Sonoma County. “I believe consumers are looking for a progressive banking option that’s aligned with their values,” North Bay CU CEO Chris Call said. “We’ve been a national leader in offering the cannabis industry access to banking services. It’s just one example of how we see a need and work to meet it.”

The credit union, which has \$95 million in assets and 2,600 members, recently was named by *CU Today* as one of the top 50 credit unions in the nation for operational efficiency.

Call said he looks at its charter changes as a natural expansion to adjoining counties that share a common bond. “The North Bay counties share not only geographical connections, but have shared experiences. Together, we’ve seen the financial ups and downs of the economy as well as the effects of climate change and its unique impact here.” Call noted that Sonoma, Napa and Solano counties have felt firsthand the devastation brought by wildfires. “We’re not just watching these fires on the news, we’re right here helping neighbors with their immediate and long-term needs.”

He said North Bay residents and businesses are looking for a financial institution that reflects our area and has deep roots here.

“We have a long history of going the extra mile to help our members. For example, we’ve become experts in manufactured home loans as so many North Bay residents are buying them to enjoy the benefits of homeownership,” said Call.

He said that the credit union is looking at locations for branches in these counties.

“We want to be sure our branches are where they’ll be most convenient for members.” The credit union currently has four full-service branches in Santa Rosa, Rohnert Park, Healdsburg and Sonoma Valley.

North Bay CU offers a full range of loans, including mortgages, vehicle loans, home equity loans, agricultural loans and private student loans. It is also the only credit union in the North Bay to offer free Kasasa Checking that rewards members with cash-back every month.

Learn more about North Bay CU at [www.NorthBayCU.com](http://www.NorthBayCU.com).

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