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Brad Butler Brings Freedom First's Private Banking to Lynchburg

March 10, 2023 (Roanoke, VA) — Freedom First Credit Union is excited to welcome Brad Butler as VP of Private Banking for the Lynchburg market.

Brad is joining Freedom First's Private Banking team, which provides concierge-level service and personalized products to financially savvy members looking to grow their wealth for the future.

Brad has resided in the Lynchburg and Forest communities for almost 40 years now, conveying well over 3 decades of relational and business experience to the Freedom First team from his work at Facility Partners, Wiley|Wilson, The American Red Cross, Williams Lighting, and Liberty University.

"Private Banking is a service that you really miss when you know you don't have it," Brad said. "I think there's something incredibly valuable about being able to pick up your phone and call someone you personally know and trust, whenever you have a banking need. Brad continued, "knowing also, that your money is staying right here within our community is a very compelling factor with those who bank with Freedom First Credit Union."

"It was a great pleasure to bring Brad onto the ever-growing Lynchburg team," said Brent Jenkins, Freedom First's Market Executive for the Lynchburg Market. "Brad's background and prowess were immediately evident and I look forward to Brad expanding Freedom First's highly successful Private Banking program into the Lynchburg market."

Stay connected with Freedom First for updates on the Langhorne Branch opening in the spring, product and service updates, and more at www.freedomfirst.com.

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About Freedom First Credit Union: Freedom First Credit Union is the largest member-owned Community Development Financial Institution in Southwest Virginia. Founded in 1956, Freedom First has grown to over 60,000 members, assets of over \$1 billion, and 11 branch locations in the Roanoke and New River Valleys. People living, working, worshipping, going to school, or contributing to a nonprofit in the Roanoke, New River, and Shenandoah Valleys or Greater Lynchburg are eligible for membership. Freedom First members benefit from competitive rates, secure and convenient technology, and the knowledge that their money is being reinvested in their community. For more information, please visit www.freedomfirst.com.