



## **FOR IMMEDIATE RELEASE**

Contact: Heath Combs

[heath.combs@truliantfcu.org](mailto:heath.combs@truliantfcu.org)

(o) 336.293.2054 (c) 336.442.5736

### **Truliant Begins Upstate S.C. Expansion with New Regional, Branch Offices**

*South Carolina will play significant role in expansion plans; newly constructed branch office in Cherrydale Point opening soon. Two additional branches to follow in 2023.*

WINSTON-SALEM, N.C. (October 25, 2022) – Truliant Federal Credit Union announced today that it has started its South Carolina market expansion with a ribbon cutting at the Truliant Upstate Regional Office in downtown Greenville. The expansion also includes the opening of a second freestanding branch at Cherrydale Point within the next few weeks.

Truliant purchased the historic building in 2021 and renovated the three-story, 19,000-square-foot facility at 110 W. North Street in the Historic District of downtown Greenville. Truliant's Upstate operations will be managed from this location. Built in 1920, the credit union's new regional office supports commercial lending, financial advisors, Truliant at Work, community outreach and mortgage services.

To provide the highest levels of service, the credit union is dedicating a significant portion of the regional office to an onsite training center that can accommodate up to 18 employees. The South Carolina expansion will create more than 60 jobs over the next several years, including branch staff, ancillary services, support services and back-office roles, among others.

The 70-year-old credit union has a branch on Pelham Road in Greenville, which opened in 2016 and replaced a long-standing Airport Road location. Truliant traces its history in Greenville back almost three decades to its business relationship with the JPS Textile Group. JPS partnered with Truliant in 1994.

"Truliant has a long history in Greenville, and we plan to do here what we do best: Offer great value to our members and provide straightforward financial solutions that helps them meet their goals," said Todd Hall, Truliant's president and CEO. "Over the next several years, the Upstate will represent a significant percentage of our overall expansion. Our contiguous strategy south along the I-85 corridor is the next logical step for Truliant. We see a great opportunity in the Upstate market. This area aligns perfectly with our growth strategy."

In addition to the credit union's existing branch location, a newly constructed branch office located at 6 State Park Road in Cherrydale Point will open in November. Leading the regional branch expansion is Jason Swink, the Upstate market director, who has worked for the credit union's branch operations since 2020. The fully staffed location includes three Spanish speaking bilingual

representatives to address language barriers that present obstacles to understanding financial services, tools and technology and how best to use them.

A second new location in Easley will open in early 2023, and a third will open in Greer later in the year. The combined locations represent more than 28,000 square feet.

“These locations reflect our commitment to the entire Upstate region and are part of a continued effort to provide residents with excellent financial services. It will help drive more job creation and commercial lending growth, reinforcing the Upstate’s reputation as a commercial center,” Hall said.

In addition to serving as its business lending center for the Upstate, the regional office will provide operational support for Truliant’s branch expansion. During the last three years, the credit union offices in North Carolina and Virginia have added additional services for mortgages, business services, insurance services, financial advisors, indirect lending and digital services. Truliant will offer all of these services in the Upstate, and many of the adjacent South Carolina markets will benefit from the new locations, ancillary services and third-party services.

The Upstate locations will form the fourth regional concentration of Truliant branches. The other regions are in the Charlotte-Metro area, the Piedmont Triad area of North Carolina and southwestern Virginia.

Truliant strives to be an integral part of the communities it serves through valuable financial services, such as free checking, great rates, and convenience – and through community involvement. At its regional office opening, the Truliant Foundation made a \$10,000 donation to the Greenville Chamber Foundation to support the Chamber’s LaunchGVL program. This initiative through a partnership between the Chamber and Greenville County Schools connects high school students with work opportunities to strengthen the workforce and to help close the skills gap in Greenville’s high-demand occupations.

“We’ve been laying the foundation for this expansion over the last two years by increasing outreach with community organizations and businesses, strengthening our knowledge of the region and carefully filling positions that underscore Truliant’s total strategy,” Hall said.

“We know that to be successful, Truliant needs the support of the Upstate South Carolina community. So we intend to continue cultivating it with our partners,” he said.

#### **About Truliant Federal Credit Union**

Truliant is a mission-driven, not-for-profit financial institution that improves lives by providing financial guidance and affordable financial services. Truliant was chartered in 1952 and now serves 293,000+ members. Truliant has more than 30 Member Financial Centers in North Carolina, South Carolina and Virginia.

# Truliant Federal Credit Union

## Our Mission

**Our mission is to improve lives by putting our members first, providing great service and straightforward financial solutions.**

### About Truliant

Truliant Federal Credit Union was chartered in 1952 to serve the employees of Western Electric and was known as Radio Shops Credit Union. It began serving about 2,000 members and offered credit union services in Winston-Salem, Greensboro and Burlington. Today, Truliant serves more than 293,000 members from 34 locations across the Carolinas and Virginia. It has \$3.9 billion in assets.

Truliant offers honest, personalized advice to make members' financial futures brighter. We exist to help members achieve their dreams — and we strive to do it better than larger, national banks. Plus, we offer sophisticated online and mobile banking platforms that allow members to easily and securely manage their money.



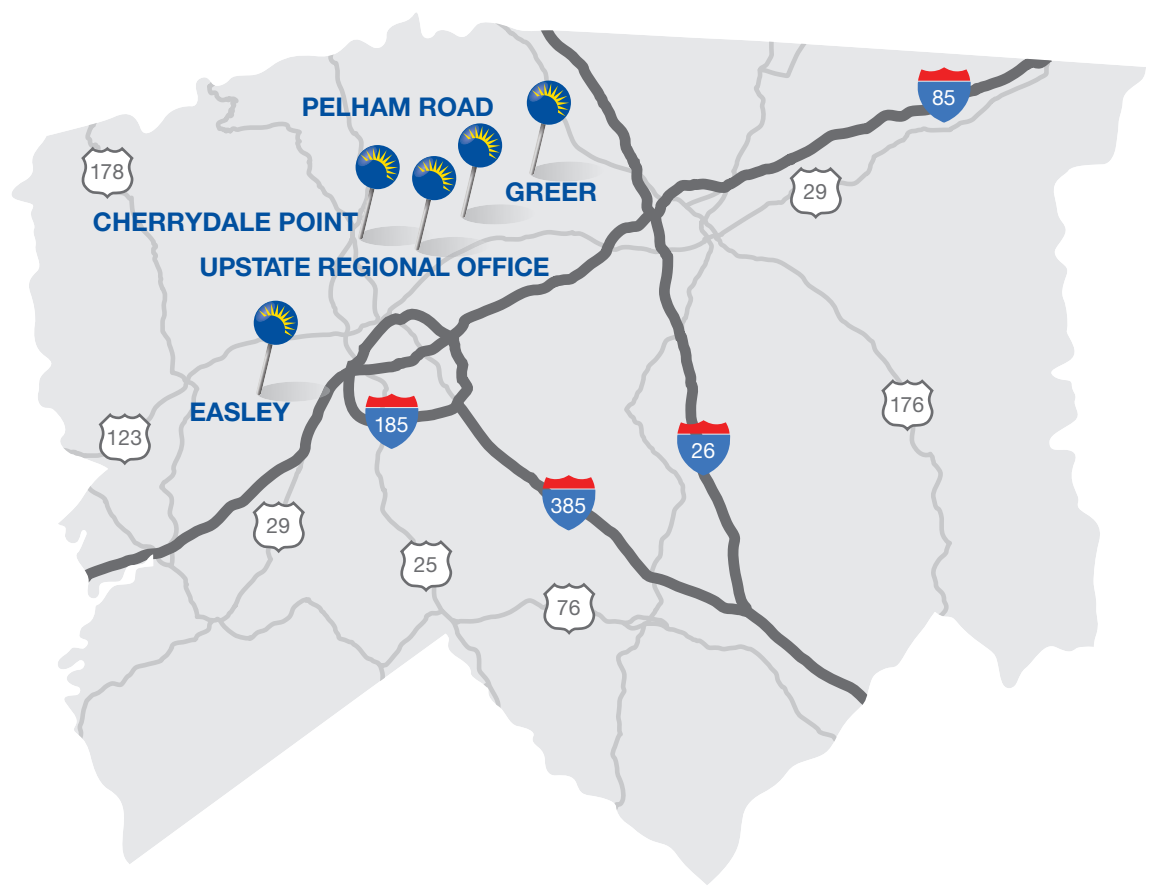
Truliant makes investments in the communities we serve to strengthen and support the areas where our members live, work and worship. We celebrate the diversity of our workforce and that of our member base. Truliant has created a culture where everyone is treated with integrity, respect and empathy. We recognize that we would not be the organization that we are today without the dedication and commitment of a wonderful group of diverse individuals who further our mission every day.

# Truiliant Launches Upstate S.C. Expansion

---

- Truiliant, a credit union with more than \$3.9 billion in assets, has begun an Upstate South Carolina market expansion.
- South Carolina will play a significant role in Truiliant's expansion plans and efforts to provide a better banking alternative for this vibrant region.
- Truiliant's initial expansion in the Upstate includes an Upstate Regional Office and three additional branches in addition to its Pelham Road branch. The second location is opening in Cherrydale Point in Greenville. A third branch will open in Easley in early 2023, and a fourth location will open in Greer later in 2023.
- The Regional Office in downtown Greenville will serve as Truiliant's South Carolina operations center. It will support commercial and indirect lending operations, financial advisors, Truiliant at Work, community outreach and mortgage services.
- Truiliant purchased the three-story building in 2021 and finished renovating the 19,000-square-foot facility at 110 W. North Street in downtown Greenville this fall.
- The 70-year-old credit union currently has a branch on Pelham Road, which opened in 2016 and replaced a long-standing Airport Road location.
- Truiliant traces its history in Greenville back almost three decades to business partner JPS Textile Group. JPS partnered with Truiliant in 1994.
- The Upstate South Carolina expansion represents a contiguous strategy south for Truiliant along the I-85 corridor.
- These locations initially represent 28,000-square-feet of commercial space in the Upstate.
- The Upstate locations will form the fourth regional concentration of Truiliant branches. The other regions are in the Charlotte-Metro area, the Piedmont Triad area of NC and southwestern Virginia.
- Truiliant plans to build strong brand awareness in Upstate South Carolina by focusing on strengths such as free checking, great rates, convenience and community involvement.
- Credit union membership is growing nationally. More than 130 million Americans are members of a credit union, continuing the fast pace of growth that has taken place since 2014, when membership exceeded 100 million. Truiliant has more than 300,000 member-owners.
- At the end of 2021, more than 1.6 million people in South Carolina were credit union members.

# Upstate Market Expansion



**Pelham Road**  
3621 Pelham Rd  
Greenville, SC 29615



**Upstate Regional Office**  
110 W North St  
Greenville, SC 29601



**Cherrydale Point**  
6 State Park Rd  
Greenville, SC 29609

**EARLY 2023**



**Easley**  
5660 Calhoun Memorial Pkwy  
Easley, SC 29640

**2023**



**Greer**  
901 W Wade Hampton Blvd  
Greer, SC 29650



# Opening 2022



Cherrydale Point



Upstate Regional Office



# Opening 2023



Easley



Greer

