



PRESS RELEASE

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Contact: Catherine Leifeld, Marketing Specialist
PH: 715-748-2231 x1234
cleifeld@prevail.bank

Prevail Bank Remodels Eau Claire Branch Office – May 2nd Start

(Eau Claire) Prevail Bank in Eau Claire is remodeling its lending offices, teller stations and adding several new amenities for its customers starting this spring.

“We are excited to announce that the remodeling of our customer service areas in our Eau Claire location will begin May 2,” said Nathan Quinnell, President of Prevail Bank. “We’re remodeling for three reasons. One, we want our customer spaces to be more representative of our Prevail brand and promise. Two, we want to provide a better experience for our customers. And, three, Eau Claire is a growing community. We need to expand our office space to support its growing market and the local talent we plan to hire.”

To expedite the construction progress, Prevail Bank will temporarily relocate its in-person banking services during the week of April 25, just a few doors down in the same business center, to 2217A Fairfax Street. This will allow for a faster demolition and rebuild, while maximizing the safety of Prevail Bank customers and employees.

Drive-up services will be closed during construction. Customers are encouraged to establish online banking, utilize Prevail Bank’s Call Center or CHAT feature on the web, or visit its banking professionals just a few doors down during this time period.

“We do apologize for the inconvenience,” said Quinnell. “We are always looking for ways to improve our services, technology, and financial resources for our customers, small businesses and the communities we serve. This investment into our Eau Claire facility is proof of our commitment to the local community and will help us continue to grow in that market.”

Teller stations will be moved closer to the drive-up services area for productivity and efficiency purposes. The customer lounge area will include a coffee bar and a Tech Center.

In the new Tech Center area, Prevail Bank professionals will provide 1-on-1 set-up and assistance with online and mobile banking services. Digital banking allows customers to transfer funds, deposit checks through Prevail Bank’s mobile banking app, pay bills online securely and safely, and activate/deactivate debit cards — all from their computer or mobile device. An online chat feature with virtual conferencing capabilities, and the incorporation of online applications will further enhance and increase banker accessibility, responsiveness and efficiencies.

“Current Prevail Bank customers can establish digital banking now, if so desired”, said Renee Leinfelder, Prevail Bank’s Senior Vice President of Retail.

If a customer is unsure as to what to do, she encourages them to ask for assistance from a Prevail Bank employee.

“Digital banking provides you with the convenience of not having to drive in stormy weather, delaying dinner or rushing to a branch office before it closes. Nearly every banking service can be conducted from the comfort of your home, if you establish yourself with online banking.”

“For our business customers, the Business Resource Manager software is a must have; I use it all the time,” continues Leinfelder. “The Tech Center can provide assistance with its functionality and time saving features as well.”

According to Quinnell, Prevail Bank is here to lend a hand, and not just through creative home loan and commercial loan solutions, but also through its community sponsorships and charitable giving program. Prevail Bank donates and/or invests approximately \$100,000 to community organizations, economic development and non-profits annually. Prevail plans to summarize its on-going contributions through a digital display that will be located in Eau Claire’s new lobby.

“Doing what’s right for the customers and the communities we serve is of the utmost importance to all of us at Prevail Bank,” said Quinnell

The estimated completion for Eau Claire’s remodel is fall 2022.

Prevail Bank is a federally chartered savings bank founded in 1934 with locations in Baraboo, Eau Claire, Marshfield, Medford, Owen, Phillips, Stevens Point, Wausau and Wisconsin Rapids.

Pictured is a rendering of Prevail Bank’s remodeled Eau Claire lobby. Rendering provided by The Redmond Company, the architect and general contractor for the project.



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