



This is the year

I'm going to be serious about my New Year's Resolution.

Have you noticed that every single ad on TV is from a weight loss clinic or a gym? It makes tremendous sense at this time of the year. You've seen the ads, haven't you? "I lost 16 pounds and 7 inches in my first 30 days." Great.

We all want to look better and feel healthier. And we really should do whatever we can to improve our physical and emotional well-being. We understand.

With all that you've promised to do for yourself in 2018, may we suggest that you do something about your financial well-being? Why not drop that bank that's been draining your energy and try something else?

We know. "I've never heard of Needham Bank. I don't live in MetroWest. I need a goliath bank. It's too difficult to switch banks." We've heard it all before. We deal with those objections every day. And we overcome them, frankly, with tremendous success which is why we've doubled the size of our bank.

What if you could get everything you currently receive from your goliath bank? Wait, what if you could get more than you're currently receiving, like free access to every single ATM anywhere in the world? What if you could have a bank with an inextricable link to the communities it serves? And private bank-like service absent the pretense of private banks?

Here's the best question. Who is your banker? Do you know their name or how to reach them?

Our customers, both consumer and commercial, live all over the state. There are ample good reasons why they've chosen to bank with us. They all know their banker and how to reach them, whether they work with a loan officer, a branch manager, or one of our private bankers.

Our New Year's resolution is to get better every day. If your resolution is to finally shed the unsightly excess of your goliath bank, let's get started today. Please visit one of our branches or our web site or contact Julie White, Private Banker, at JWhite@NeedhamBank.com or 781-474-5984. We'll make switching easier than you ever imagined by meeting with you at your home or office, whenever it is most convenient for you.

It's 2018. What's your resolution?

Can we be your bank?

