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NEWS RELEASE

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Charter Bank Selects Gro Checkout™ for Easy Consumer Account Opening Capabilities

ATLANTA – Nov. 14, 2017 [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced Eau Claire, Wis.-based [Charter Bank](#) (\$859 million in assets) has selected Gro Checkout™, a key component of Gro's digital sales platform, to add consumer account origination capabilities and streamline back-end processes for bank staff.

As a successful personal and commercial banking business, Charter Bank sees the value of enabling customers to apply for new accounts online or via a mobile device. They found Gro Checkout capable of meeting the needs of mobile-first customers by providing ease-of-use to those applying for multiple account types through one application.

"The impact of mobile in the banking space continues to accelerate," said Erik LeMay, Chief Information Officer of Charter Bank. "With Gro, we will be able to deliver the mobile-first experience our customer's want, while also creating a strategic differentiator that sets us apart from our competition. Also, the platform enables us to expand our reach and capabilities into new geographical markets without the expense of opening a branch, which is vital for our continued success."

"Bank customers now *expect* to process of opening a bank account to be fast and easy," said David Eads, CEO of Gro Solutions. "Charter Bank's implementation of Gro will let them grow their consumer banking relationships and make their customers' first experience a fantastic experience."

About Charter Bank

Charter Bank is an independently owned community bank headquartered in Eau Claire, Wisconsin. Since opening their doors in 1980 as a de novo (new bank) in Eau Claire, they have since adopted two additional branches in Minnesota to grow to an asset size of over \$859 million. Charter Bank's lending team has over 250 combined years of lending experience, resulting in exceptional growth in the number of loan clients and loan balances.

About Gro Solutions

Founded in 2015, Gro Solutions provides a digital sales platform to drive acquisition growth for banks and credit unions, across all channels of their business. The Gro Sales Platform features innovative and intuitive software solutions designed to optimize both the financial institution and end user experience for digital sales tasks, such as account opening and loan origination. For more information, visit www.grobanking.com, or follow us on Twitter, [@GroBanking](#).

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