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## **Surety Bank Implements Gro Checkout™ to Power Digital Transformation Solutions and New Growth Opportunities**

**ATLANTA – Jan. 18, 2018** Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, announced DeLand, Fla.-based Surety Bank (\$106 million in assets) has selected Gro Checkout™, a key component of the Gro Digital Sales Platform, to help power new digital initiatives, including online account originations and automated onboarding capabilities for new customers.

Surety Bank is developing digital products for online and mobile users that will go beyond the traditional bank solutions it currently offers and increase its presence beyond its current branch network by providing a completely mobile digital banking experience to new and prospective customers through their smartphones. Gro Checkout™ provides a fully-automated, ultra-streamlined checkout process for mobile-first users, providing a more convenient and efficient customer experience.

"Our plan is to continue to grow beyond our brick-and-mortar footprint," said Pete Longo, Chief Operating Officer of Surety Bank. "One of the main factors we were looking for in a solution was the ease for consumer and business onboarding and the need for the majority of it to be self-driven by the customer. We were looking for more of an "Amazon-like" shopping experience – one that is simple and easy to understand. The Gro Digital Sales Platform lined-up with our needs and will allow us to create a more robust digital banking experience."

"Successfully reaching today's banking customers requires not only fast, intuitive solutions, but also the ability to reach them no matter where they might be," said David Eads, CEO of Gro. "Surety Bank's implementation of Gro Checkout and our Digital Sales Platform will allow it to expand its reach and ensure a great service experience that will ultimately build stronger customer relationships."

### **About Surety Bank**

Built on 91 years of experience, Surety Bank has served the DeLand FL, Daytona Beach FL, and Lake Mary FL communities with a personalized approach to service. Dating back to the time when a business loan was confirmed with a handshake, Surety Bank has always put our client's needs first.

Surety Bank exists to deliver the best possible banking services, placing our focus on serving our clients' and local community's needs. This has proven to be the most sound way to ensure quality in the services we bring to the table. Our approach has allowed us to build a community bank that is strong and equipped for future economic growth.

**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 Digital 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](http://www.grobanking.com), or follow us on Twitter, [@GroBanking](https://twitter.com/GroBanking).

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