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## NEWS RELEASE

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### **4Front Credit Union Selects Gro Solutions to Enhance Cross-selling Functionality and Create Seamless User Experience**

**ATLANTA – March 13, 2018** [Gro Solutions](#), a leading provider of digital growth solutions for banks and credit unions, announced Traverse City, Mich.-based [4Front Credit Union](#) (\$488.7 million in assets) has selected Gro Checkout™, a key component of the Gro Digital Sales Platform, to enhance its cross-selling capabilities and create a streamlined, fully-digital user experience for its members.

Supporting cross-selling functionality, multiple account funding options, and fast and secure verification as critical components of a successful digital marketing strategy, Gro's mobile-first account opening solution will enable 4Front Credit Union to create a complete digital process for its members. Additionally, Gro's integration capabilities will remove a host of existing friction points, allowing the credit union to provide its members with a faster, seamless user experience.

"Competitor financial institutions tout a start-to-finish online account opening and funding process, but they still require the customer or member to visit a branch to finalize the process," said Bryson Wilbert, eServices Manager for 4Front Credit Union. "We sought a true, 100 percent digital process, and we've found it with Gro."

"When you streamline the onboarding process with solutions that combine fast, intuitive user experiences with seamless integrations, you reach more potential members, more quickly and effectively, and ultimately drive growth," said David Eads, CEO of Gro. "We are excited to help 4Front Credit Union deliver this experience to their members and look forward to their future growth and success."

#### **About 4Front Credit Union**

4Front Credit Union is a member-owned financial cooperative serving more than 65,000 members across the state of Michigan. Your financial well-being is at the heart of 4Front Credit Union's pledge to you, and while plenty of financial institutions make promises, we follow through by ensuring our members enjoy some of the lowest rates on loans and the highest rates on deposits they can find. We pair these great rates with minimal service fees, rewarding our members for doing right by their fellow members.

#### **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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