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## NEWS RELEASE

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### **Gro Continues Juggernaut Momentum for 2018**

#### **Expanding Features and Adding More Financial Institutions to Growing Roster of Digital Account Opening Customers**

**ATLANTA – November 6, 2018** Gro Solutions, a leading provider of digital growth solutions for banks and credit unions, has experienced tremendous growth in 2018 resulting in a steady, continued increase of both its client roster as well as several new and expanded service initiatives within its overall platform.

Launched in 2015, Gro uses innovative technology to provide banks and credit unions with a seamless and simple digital solution that ties marketing efforts directly to institutional growth. This year's growth is directly related to the rapid growth and evolution of digital banking and the market demands driving today's financial landscape.

In response to these industry demands, Gro has continued to expand its services, adding business account opening capabilities to its Digital Sales Platform, which provides financial institutions the ability to offer seamless digital account onboarding and enhanced mobile and online experiences to their small business (SMB) customers, as well as creating a new installation process that focuses on training and empowering institutions instead of the long drawn out IT project typical in the fintech world. Gro's new Quick Start process puts the power in the hands of the customer, giving them the ability to launch much more quickly. With its self-service oriented and user-friendly format, customers can adjust the product easily, and at their own pace, allowing them to drive delivery rather than waiting on a vendor, and giving them a huge competitive advantage. This means institutions can quickly add new products and dream up promotions and roll them out at their own pace, without waiting on a vendor implementation.

The 2018 momentum has also resulted in several additions to Gro's customer base, including 4Front Credit Union, PeoplesBank, Elements Financial, Kennebec Savings Bank, Vermont Federal Credit Union, and many others.

"The banking and financial services industries are constantly evolving, and this year has seen impressive change and growth," said David Eads, CEO of Gro Solutions. "Gro is dedicated to meeting both the demands of today as well as those of tomorrow, all while providing the most powerful, flexible and robust digital services and solutions for our clients to help them succeed no matter what may come next."

#### **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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