



GOLDWATER BANK



Arizona's First Lifestyle Bank

Goldwater Bank aims to deliver customer service in its most organic form;
a high-touch, high-tech, relationship-driven bank that centers itself around service.

Please visit www.goldwaterbank.com or call us at 480.281.8200 or 1.866.656.GOLD (4653).



Goldwater Bank

Welcome to Goldwater Bank. Founded by a collaborative team of business professionals, we are entrepreneurs, thinkers, strategists and above all, experienced banking professionals. Coming from various backgrounds in business and banking, we have combined our expertise, resources and knowledge of the industry to create Arizona's first lifestyle bank and one of the most high-touch, high-tech banks in the country.

With a focus on providing a superior level of highly individualized service, Goldwater Bank places our clients at the forefront of what we do. We have created a banking environment in which the experience is flawless, the service is personalized and the relationships are lifelong.

Located in the heart of Scottsdale at the Scottsdale Waterfront, Goldwater Bank is an active member in the community and fueled by the desire to guide and lead Arizona into the future.

By focusing our services around the individual needs of our core clients, we achieve a relationship-centered bank truly unique from our cookie-cutter competitors. In turn, we offer our clients a financial institution that is both refined and sophisticated.

We call this *Lifestyle Banking*.

Services

Goldwater Bank features an extensive selection of financial services, including both deposit and lending solutions. We are able to meet the distinctive needs of each client through the customization of our services and the expertise of our stellar banking professionals. In addition to our common-sense approach to banking, Goldwater Bank extends the guidance and tools you need to enhance your financial strength and security.

Pioneering a new era of financial services, Goldwater Bank offers customized white-glove services including one of the country's first in-house private concierges and an on-call courier service. The bank's concierge will assist with everything from securing tickets to sporting events and concerts, to reserving priority seating at a restaurant and making travel arrangements. The secure, on-call courier service is at clients' disposal, allowing for door-to-door banking services.

Transcending the customary one-size-fits-all banking mentality, Goldwater Bank has created an ideal banking environment in which the bank designs custom account solutions and add-on features to fit the lifestyle needs of each client. Even the interior of the bank was thoughtfully designed to provide an innovative, spacious lounge area that parallels a stylish hotel lobby, lined with plush leather couches, flat-screen televisions for market monitoring, private transaction pods to meet with personal bankers and elite boardrooms with state-of-the-art technology, available for client use.





The Five C's of Goldwater Bank

Born of careful listening and thoughtful consideration of the desires and demands of our clients, Goldwater Bank has devised what we call *The Five C's*, which are synonymous with relationship banking: Common Sense, Courtesy, Customization, Concierge and Courier Services.

COMMON SENSE

At Goldwater Bank, we have a common-sense approach to banking that is unique in our industry. This innovative approach affects how we make decisions and as a result, our clients benefit. Whether it's a loan request evaluation or a custom designed deposit solution, we evaluate each relationship differently in order to find a solution that accommodates the needs and lifestyle of each client. Why do we utilize this approach? It's just good common sense.

COURTESY

Courtesy is the foundation of Goldwater Bank. From the moment you are greeted when entering the bank to every transaction you make, our staff takes pride in our ability to make each and every Goldwater experience a pleasurable one. It is because of this mission for excellence that we are inspired to offer the very best in banking, ever exceeding our clients' expectations.

CUSTOMIZATION

Because we understand that your financial life is just as diverse as your personal life, we do not offer products, we offer specifically tailored solutions. Our team aligns itself with you, making your needs - our needs. We succeed as you succeed; growing as you grow. As the market changes and new situations arise, we are prepared to offer the guidance and advisement you need in order to make the best decisions.

CONCIERGE

Goldwater Bank is proud to be one of the few banks in the country to offer full concierge services to its clients. Quickly becoming known as the "Goldwater Experience," our private concierge will assist with everything from securing tickets to sporting events and concerts, to reserving priority seating at a restaurant and making travel arrangements. Goldwater Bank is here to help you simplify your life.

COURIER SERVICES

We know you're busy and we value your time. Relax and let us do the work by taking advantage of our door-to-door banking service. Enjoy having your deposits and other banking needs picked up and delivered at your convenience by our secure, on-call courier.

Goldwater Elite Status

Goldwater Bank has designed the *Goldwater Elite Status* program, bringing a world-class suite of exclusive financial opportunities and services to our clients' fingertips.

Upon maintaining an average balance of \$25,000.00 (excluding time deposits), Goldwater Bank's *Elite Status** membership offers a variety of premier services that complement your unique banking experience. All products and privileges of Goldwater Bank become yours. From full-access to our stylish lounge facility, in-house concierge and on-call courier service, to exclusive use of the Goldwater boardroom, *Elite Status* membership offers a rare opportunity to a select group of individuals.

*Business accounts will be analyzed for usage on a monthly basis.



GOLDWATER BANK, NA

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