



A Different Kind of Financial Partner for Berks County Small Businesses

Small businesses power Berks County's economy, yet too many entrepreneurs find themselves underserved by big banks that prioritize scale over relationships. Riverfront Federal Credit Union offers a different—and increasingly vital—approach: local, responsive, and genuinely invested in the success of small businesses.

Rooted in Berks County, Riverfront understands the realities local business owners face. Decisions are made here, by people who know the market and take time to understand more than just balance sheets. That relationship-first mindset proved critical during the COVID-19 pandemic, when Riverfront helped more than 75 small businesses secure fully forgiven PPP loans—keeping doors open and employees working.

Unlike traditional banks, Riverfront treats business members as long-term partners, not account numbers. Their team works closely with owners through expansion, transition, and uncertainty,

offering flexible lending options—from operating lines and equipment financing to commercial real estate loans—structured around real cash-flow needs, not rigid formulas.

As a member-owned credit union, Riverfront reinvests locally, combining competitive rates, modern digital tools, and hands-on service without the bureaucracy. That same philosophy extends beyond banking, through meaningful community involvement and support for local nonprofits and causes.

In a crowded and often impersonal financial landscape, Riverfront Federal Credit Union stands out by staying true to what matters most: people, relationships, and community. For Berks County small businesses looking not just to manage money, but to grow with a trusted partner, Riverfront offers a smarter choice.

For additional information, please call 800-451-3477 and visit www.riverfrontFCU.org

NCUA
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4.5%^{APR*}

for up to 72 months!

Perfect for:

- New/used equipment and machinery
- Leasehold improvements
- Business expansion
- Debt restructuring



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* APR = Annual Percentage Rate.