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HOME / CWT / AMERICAN HERITAGE BANK OPENING IN CLEARWATER





AMERICAN HERITAGE BANK is opening a branch at Clearwater Commons. Pictured, from left at the St. Cloud location are Adam Vee, Business Lender; Lindsay Frieler, Private Banker; Jenny Massmann, Branch Manager & Universal Banker and Jay Johnston, CEO & Legal Counsel. (Not shown) Aaron Reznechek, Mortgage Lender; Heath Belknap, teller; Kinsey Binnie, teller and Shelby Lieser, teller.

AMERICAN HERITAGE BANK OPENING IN CLEARWATER







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Tue, 12/22/2015 - 5:52pm admin

Subhead:

Staff Writer

Ken Francis

American Heritage Bank is opening a new branch in Clearwater.

"We do a lot of commercial banking, and a lot of businesses in town are already clients of ours," says bank CEO Jay Johnston, "so we felt it would be very convenient to have a branch there."

The bank purchased the Clearwater Commons building and is planning to open in early December. The building currently has three businesses: Taco Gringo, SNAP Fitness and Fantastic Sam's.

Johnston, who has lived in Clearwater for the past seven years, says the location is ideal.

"It's a diamond in the rough - great visibility, great access and the traffic count on that road is ridiculous," he says. "Being from Clearwater, I knew what an untapped resource it was."

American Heritage Bank is a fourth-generation community bank that moved to St. Cloud in 1994.

"At that time, a lot of family banks were bought out by larger national corporate banks," says Johnston. "There was a big vacuum of our style of bank, which is more based on relationship, where we sit down with our customers and get to know them really well and try to tailor-make our services to fit their needs, versus dictating what their need should be to our services."

American Heritage is a full service bank that offers personal banking, mortgage banking, commercial banking and is certified for every type of government loan, like rural development and VA loans.

Johnston says the bank is also in tune with the times.

"We cater to what I call a high-touch, hi-tech philosophy. We have full mobile banking apps. You can go on your smart phone and email people funds out of your accounts. You can set up person to person transactions or electronic bill pay," says Johnson. "Or you can come in personally and somebody will greet you when you walk in."

The bank will also feature an outdoor, drive-thru ATM for added convenience. The new building is currently being remodeled to give it a more comfortable atmosphere, with log columns and supports, following the design used at the St. Cloud location.

"We came from a smaller town. We're a community bank and we wanted a bank where people feel at home," says Johnston. "We saw a lot of opportunity here and we're excited to be part of the community and help people with more services." The bank's official opening date is Dec. 14. An open house is also scheduled for Dec. 17 with Santa Claus for the kids from 1:30-4:30 p.m.

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CWT







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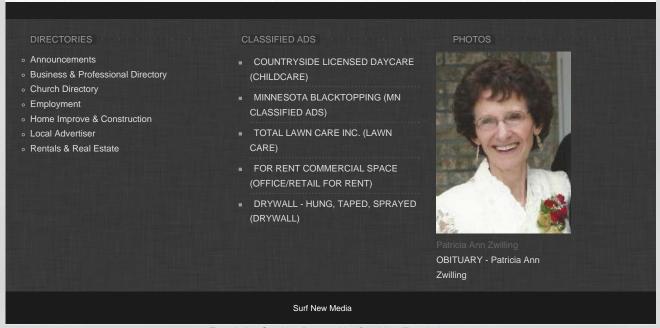
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