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BEST IN BANKING



## Banking Merrimack Style

Merrimack County Savings Bank provides stability and compassion for communities across Central and Southern New Hampshire through relationship-driven banking.

**M**errimack County Savings Bank has Style.

Serving communities across New Hampshire since 1867 with constant yet ever-changing services, the community bank, dubbed The Merrimack, has the technology and resources customers expect from larger banking institutions. Yet, it still operates with a personalized, small-bank approach and heart for community that won't be replaced with a 1-800 number.

"Merrimack Style starts with being good listeners and extends to being hands-on helpers and community champions," says Linda Lorden, president. "Being a community bank means treating customers, community members, and employees with dignity, care, respect, and compassion as we strive for excellence and work tirelessly to uncover new ways to help the neighborhoods we serve."

As a mutual savings bank, The Merrimack benefits local depositors, borrowers, and surrounding communities, instead of stockholders on Wall Street. The Bank works as an asset to the communities it serves with custom-tailored offerings that answer to the unique needs of each customer, whom bankers know as neighbors.

The Merrimack team goes the extra mile to treat everyone with kindness—whether an employee, customer, or community member. For instance, when a regular customer hadn't visited for a few days, a team member

did some digging and found out that the customer was in the hospital; the team visited the customer during their stay.

"People who bank with us find that we're here for them," says Lorden. "When they need something, they know we're here as a trustworthy partner. We had to earn that trust and take pride in it."

### Partnering to Build Community

When The Merrimack opens a branch in a new location, the team not only spreads their footprint, but they also immerse themselves in the culture and organizations of the area by employing locals eager to give back to their community.

"We don't just move to a community; we join it," says Lorden. "We're proud to be involved. Our employees work here, but they also live here. That's important to us. We have an obligation to educate and serve. We're a bank, but also a local partner ready to make home a better place to live."

As a local institution, The Merrimack can act quickly when it comes to helping those with unique situations since all decisions are made by local people in real time.

The team brings communities together, investing in neighborhoods through donations, sponsorships, foundation grant awards, and volunteering personal time. In 2023 alone, The Merrimack put almost \$440,000 back into the community through donations



Linda Lorden,  
President

and sponsorships and purchased \$210,000 in tax credits through the New Hampshire Community Development Finance Authority for six local organizations. The Merrimack County Savings Bank Foundation also awarded over \$57,000 to 20 area nonprofits.

"I'm proud to be a part of the Concord community alongside my children and grandchildren," says Lorden. "It's important to me to be involved and for The Merrimack to support the nonprofits and organizations in our communities, regardless of whether they bank with us. We give back because we care about our communities, and our driving motivation is for them to reach their fullest potential."



**MERRIMACK**  
COUNTY SAVINGS BANK

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