



Saxton Sign doubles sales volume and revenue

George Shannon has worked with a lot of commercial banks as president of Saxton Sign, the largest sign installation company in the Northeast. So he knows what's most important in a banking relationship: trust.

"A big part of growing and expanding a business is trusting you have the support of your lender so you're not afraid to move forward," he says.

"Since partnering with Community Bank, we've more than doubled our sales volume and revenue—mainly because we trust our banking partner. When we need a loan or line of credit, we don't have to wait months or weeks for approval. We can bid with confidence knowing we have Community Bank's support."

But trust is a two-way street. "We need a banker we trust will advocate for us so we can continue to grow. And Community Bank needs to trust our management team will follow through."

Eric Magnano, our Commercial Banking Officer dedicated to Saxton Sign, agrees. "Honesty and transparency are everything. Without them, there's no relationship. You can't move forward without trust.

"At Community Bank, we trust Saxton Sign so much, we've hired them to upgrade our branches. They're proud to elevate our image, and we're proud to help them work toward their goal of becoming a regional company."

George adds, "Community Bank understands the ebbs and flows of our business, sales cycles, history, and where we want to be in the future. And I trust they'll help us get there."

We think so, too. Because strong partners push businesses forward, together.

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