

T H E F R A N D S E N W A Y

Your Bridge to Financial Success for Life

The Frandsen Way is based on our Vision, Mission, and Core Values.

VISION STATEMENT:

Our vision is to proactively provide financial solutions which will create success in the lives of our customers, communities, and employees.

MISSION:

Our mission is to determine needs, develop relationships, and deliver solutions.

We believe our business exists primarily to serve our customers. In delivering our mission, we will strive to get to know our customers well in order to better understand their needs. We will build strong relationships through personal meetings and outbound calls to their farms and businesses. When visiting with customers, we will listen carefully. Upon understanding their needs, we will refer or personally recommend and deliver the best solutions to meet those needs.

OUR CORE VALUES:

Provide superior customer service that grows long-term relationships.

We will be differentiated by diverse products, superior service, understanding needs, and providing security and convenience for our customers. The customer will be the center of our decisions.

Communicate effectively and respectfully.

Successful communication must be both timely and open between all internal and external partners. When we communicate, we will utilize the most effective medium for positive results.

Develop and reward employees to exceed expectations.

Employees are encouraged to grow personally and professionally through constant learning. We reward employees who proactively and creatively deliver solutions that exceed expectations.

Support our communities.

We will be involved corporate citizens through our actions, relationships, and our commitment to our communities.

Manage risk and capital to assure a strong organization.

Through embracing continuous progress and innovation, we will strive to be a high-performing financial institution with a strong capital foundation, for the benefit of our customers, community, employees, and shareholders.

Promote pride in the Frandsen community banking organization.

We will promote and practice our pride in being a community banking organization that provides value through locally driven service.

FRANDSEN BANK & TRUST

MEMBER
FDIC

www.frandsenbank.com