



News Release

For Immediate Release

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Valley First Credit Union Opens Smart Branch in Modesto

Modesto, CA – April 27, 2021

Valley First Credit Union has opened its third Smart Branch in Modesto. The location, at 3900 Sisk Road in the Sisk Road Center, replaces the credit union's previous location on Dale Road.

The Smart Branch features Interactive Teller Machine (ITM) technology where members conduct teller transactions (withdrawing cash, making payments, etc.) with employees virtually. The sessions are similar to FaceTime where you can see the person you're working with and they guide you through the transaction.

The employees who facilitate these transactions via ITM work in the credit union's virtual teller center at the corporate office, also located in Modesto. The benefit to members is that the virtual tellers take members where they are needed regardless of branch location, giving quicker access and shorter wait times. Credit union employees are also available onsite at the Sisk Road Modesto location for appointments and member needs that require personal interaction like opening new accounts and applying for loans.

"We're excited to offer this technology to the Modesto community and make access for members even easier," said Valley First Credit Union President and CEO Kathryn Davis. "And as we expand our ITM technology to additional branches, the member benefit continues to increase."

ITM technology is already featured in the credit union's Clovis and Turlock branches. The opening of this latest location completes a year-long branch relocation project that included Turlock and the Sisk Road Modesto location.

About Valley First Credit Union

Valley First Credit Union is a \$833 million, member-owned, not-for-profit financial cooperative providing quality financial services to the growing and diverse communities of Calaveras, Fresno, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare, and Tuolumne Counties. With eight branches throughout the central valley, the credit union is committed to banking with a purpose to better the financial lives of the people and businesses in the communities we call home. For more information, please visit <https://www.valleyfirstcu.org/>

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