

AS SEEN IN *Forbes & Fortune*

WASHINGTON'S LEADING CREDIT UNIONS

Putting Members First

MountainCrest Credit Union has provided members with sound financial services and personalized care for over 90 years.

“We put people first,” says Lindsey Welch, incoming President & CEO of MountainCrest Credit Union. “Our goal is to have a lifelong relationship with our members. From knowing their names to understanding the details of their accounts, we want to create a trusted partnership.”

Founded in 1934 to serve public utility workers in Snohomish County, MountainCrest's mission has evolved significantly over the past 90 years. Today, the credit union offers a variety of financial services, from checking accounts to home loans, to anyone who lives, works, or

worships in the state of Washington. With locations in Arlington and Everett, MountainCrest's comparatively small size has enabled the credit union to focus on providing the best possible member experience.

“Our members are at the center of everything we do,” says Welch. “They are treated with respect, our staff is friendly and engaged, and we have concern for our members' individual needs.”

One key reason for MountainCrest's decades of success is its focus on providing a stable and safe place for members to keep their hard-earned money. As a nonprofit cooperative owned by members and governed by a volunteer board of directors, the credit union has no incentive to engage in risky investment practices. Any earnings the credit union makes are returned to members through reduced fees, higher interest rates on deposits, and lower loan rates.

“We strive to offer competitive products and services that continue to evolve as our members' needs change,” Welch says. “We recently added a new ‘Buy Now Pay Later’ product and will continue to add products that bring real value to our members' lives.”

Success Through Service

As a smaller financial institution, MountainCrest truly values the strong connections and relationships it has with its members. If a member has a question or encounters a problem,

employees are ready to give them the answers and guidance they need. This service-focused approach also extends to the credit union's online and phone support.

“Our call center is located right here in the credit union,” Welch says. “When members call us, they get the same quality of service as someone who walked in through the front door. Our staff is available and eager to help.”

Transition Planning

“We've been preparing for a leadership shift for the past five years, and we're very excited that it's finally happening,” says Susan Webster, outgoing President & CEO. “We have the right leadership team in place to carry this credit union forward, and Lindsey Welch is a big part of that.”

Having worked her way up from a part-time teller to Chief Financial Officer, Welch was the natural choice to step into the top leadership role. In addition, MountainCrest has elevated other long-time employees to key leadership positions. Webster believes that this new leadership team is ready to tackle any uncertainties or challenges ahead.

“We've been slowly putting together our new leadership team, and we finally have everyone in place,” Webster says. “They know that our credit union needs to keep evolving, and they understand that our members are always the first priority.”



Lindsey Welch,
Incoming
President & CEO



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