

WORTHINGTON NATIONAL BANK OPENS IN SUNDANCE SQUARE

Combine a stately historical building, a dynamic downtown community, and a bank official with a deep appreciation for history and authenticity and what do you have? The answer is simple - Worthington National Bank, Sundance Square's newest Main Street tenant! Stop by the Burk Burnett Building and meet Greg Morse, Worthington's chief executive officer and Sammie Slocum, V.P. of Operations and ask for a tour of this grand Fort Worth branch bank.

One step inside the revolving door and you'll be captivated by the Old West charm that surrounds you. From the original western art work that adorns the walls to the longhorn steer mounts that hang prominently in each window – it's obvious that this bank is proud to call Cowtown home. Notice, too, the striking black

and white marble flooring that is a reproduction of the original floor dating back to 1914 when the building housed a bank and the antique brass teller cages that were replicated from historical documentation.

"We've been in pursuit of this location for quite some time," said Morse. "It's a beautiful historic space in the heart of Sundance Square. As with our first location, we purposefully chose a historic building because we feel it's a great way to give back to the community by carefully renovating properties and keep the building's original architectural integrity."

The bank recently teamed with Leddy's Ranch at Sundance for an attention-grabber ad campaign that offers a free pair of custom-fit, handmade M.L. Leddy's calfskin boots or your choice of a toaster for opening a \$500,000 new account. To demonstrate the success of the ads, Morse shared that the bank is now

known around town as "the bank with the boots!" Aside from the aesthetic beauty of the bank, the primary reason for banking at Worthington National is their customer-focused staff. When you call the bank, you will speak directly with an employee – no automated phone service. And, that person could easily be Greg Morse who answers the call. Morse not only lists his cell phone number on his business card but also his home telephone number. And, the gregarious CEO encourages his customers to call him over the weekend. "It's all about building relationships, one customer at a time," Morse said.

Worthington National Bank is located at 500 Main Street. Banking hours are from 9 a.m. – 5 p.m., Monday – Friday. Or, visit the 24-hour ATM machine located near the 4th Street bank entrance. For more information on Worthington National Bank, visit www.worthingtonbank.com.

