

Orange Bank & Trust Company Celebrates the One-Year Anniversary of its Private Banking Service
September 13, 2018

One year anniversary marks success and affirms mission to deliver a superior client experience

MIDDLETOWN, NY – Orange Bank & Trust Company (OBTC), celebrated the one year anniversary of launching its Private Banking service, an integrated financial service offering that combines cash management & treasury services, lending, trust services and asset management provided by the bank’s affiliated company, Hudson Valley Investment Advisors (HVIA). In one year, Private Banking has onboarded 167 clients and generated over \$33,000,000 in new accounts for the firm.

The combined offering allows OBTC’s private bankers to represent the firm across all four business lines so clients can be serviced from a single point of contact.

“While the private banking model incorporates the firm’s service offerings in one shop, we are a client-driven organization and encourage our clients to work with the banker or advisor they know best,” said Timothy McCausland, Managing Director of Private Banking for Orange Bank & Trust Company. “During this past year, many of our long-term clients have discovered that our firm has capabilities rivaling larger banks and investment firms – and all delivered in a community bank setting.”

The Private Banking offering is collaboration among branch managers, lenders, trust officers and the portfolio managers at HVIA. On behalf of clients, the Private Banking team, which includes Mr. McCausland and VP, Carla Gigi-Alfieri, coordinates the efforts of the banking and investment professionals in meeting the client’s needs.

“This is a truly new offering for community bank clients in this market and is a critical component of our strategy as the leading business bank of the Hudson Valley,” said Michael Gilfeather, President & CEO of Orange Bank & Trust Company. “Our research indicated that many of our best clients are business customers, so Private Banking helps us address those clients’ personal needs as well as their business needs.”

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