



Bank broadens 'high touch' mortgage offerings

Private Bank of Buckhead expands mortgage solutions for clients through Private Mortgage Services

Atlanta, September 24, 2010 – Private Bank of Buckhead (PBB), which has been a strong performer in the market since opening its doors in December 2006, is growing again. Now, in addition to its existing mortgage program, the bank is expanding with a dedicated mortgage solutions unit.

“This hybrid approach, adding a mortgage broker’s access to even more mortgage products to our already strong proprietary mortgage products strengthens our offerings,” says Charlie Crawford, PBB’s president, CEO and chairman. “And Private Mortgage Services, as we are calling this unit of the bank, will deliver that lending strength and know-how in the high-touch way our clients are accustomed to.”

Steven T. Alexander is leading the formation of Private Mortgage Services, and will serve as its president. Alexander, the Georgia Association of Mortgage Brokers’ 2009 Broker of the Year and that organization’s former president, is bringing part of the National Guaranty Mortgage Corporation (NGMC) team with him. He is the founder and principal of NGMC, and has 25 years’ experience in the mortgage industry.

“Our tailored approaches and clientele mirror one another, and we have a strong history of working together to serve them, so it’s a natural fit for the professionals from both organizations and will allow us to even better serve clients on both sides of the coin,” Alexander says.

Crawford concurs: “Having Steven and his team join forces with the Private Bank of Buckhead family is a logical next step. They are all seasoned professionals who have excelled in a challenging market, which means they will be right at home on the bank’s team.”

Alexander adds that, “we are all 100 percent licensed, even though that is not a requirement for mortgage folks in the bank setting. Still, that gives our clients an added level of expertise – and comfort, and it’s important to us to offer that kind of above-and-beyond credibility.”

Crawford notes that Private Mortgage Services, a division of the bank, offers a full range of mortgage products: Purchase, Refinance, Investment, Second Home, Construction, Multiple collateral, Fixed second, Home equity, Lot loan, and more.

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of Buckhead

Private Mortgage Services will initially operate from NGMC's former location close by on West Wieuca Road. PBB (which is located in Building 3, Piedmont Center) is enlarging its space and expects to be able to have this new mortgage solutions unit on site by January 1.

Call on Steven Alexander for *a wealth of mortgage experience*: 404-250-3595 x22 or stevenalexander@privatebankofbuckhead.com.

Private Bank of Buckhead (www.PrivateBankofBuckhead.com) serves both businesses and individuals, bringing a private banking approach to all clients across all functions of the bank. The bank also is designated a Preferred Lender by the U.S. Small Business Administration.

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