



## Northwest Bank introduces new Indirect Lending Program

### **FOR IMMEDIATE RELEASE**

ROCKFORD, IL, June 25, 2018—Northwest Bank of Rockford is pleased to announce the expansion of its loan offerings to include a new Indirect Lending Program. It's expected to launch by Labor Day. This program works directly with local car dealerships to offer financing options for customers.

Here's how it works: You're shopping for a new car, but how do you pay for it? Submit a credit application through the dealer. The application is then sent to Northwest Bank to be reviewed. Credit decisions may then be made within seconds!

The Indirect Lending Program will be led by Pat Peterson who comes to Northwest Bank with more than 20 years of banking experience including Indirect Lending Management at Alpine Bank. He will build relationships with area dealers, helping them deliver the Power of Yes to buyers. "I think this program is a great addition to Northwest Bank. It allows us to expand our product line to reach new consumers," Peterson said. "It serves the financial needs of our customers with local lenders and local servicing."

#### About Northwest Bank of Rockford

Northwest Bank is the largest locally-owned banking organization headquartered in Winnebago County and a member of Foresight Financial Group, Inc. Since 1972, Northwest Bank has been committed to actively supporting and investing in the local community as well as creating exceptional customer experiences each and every time with the Power of Yes.

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For more information or to schedule an interview, please contact:

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