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Liberty Bank Webinars Help People Deal with Debt and Much More

Liberty Bank for Savings launched a creative initiative this year by sponsoring two free webinars in April and May. They were designed to help people reduce student loan and consumer debt. Liberty may be a pioneer in the area by doing this kind of outreach.

These were the first webinars Liberty has conducted. “We wanted to get back to our original bank mission dating more than 100 years ago of helping people save money,” says Kevin Tynan, Sr. Vice President of Marketing for Liberty. “So many families are burdened with high balance college loans and personal debts that it’s difficult to save money. Besides, it’s easier for customers than coming to our branches for seminars.”

He added, “these two webinars – and an upcoming one in September on saving for retirement – are part of our yearlong educational focus on providing the tools and skills to reduce family debt and achieve important financial goals.”

Both online sessions conducted by Laura La Belle, a certified financial planner and money coach, were designed for people who are struggling with debt that prevents them from having more money for fun activities or to save for the future. A total of 120 people directly participated in the webinars.

What is the benefit to Liberty? In addition to direct contact with participants who may become new customers, the marketing and publicity reached

over 300,000 people which helps strengthen the bank’s brand and build goodwill.

Liberty Bank for Savings dates back to 1898 when members of a Bucktown church came together in the spirit of “neighbors helping neighbors” to provide each other with home loans. Celebrating its 117th anniversary in 2015, Liberty Bank for Savings has maintained that long tradition of serving the consumer even as it looks to provide the new and innovative solutions that are transforming the world of banking.

The bank’s Pay Yourself First program at libertybank.com/pay-yourself-first offers a free, easy-to-use automatic savings tool that helps neighbors achieve their financial goals.

Through all the changes, Liberty has continued to provide safe and secure banking services at five locations. In addition to the Park Ridge branch, at 1018 Touhy, Park Ridge, they include three on the northwest side of Chicago at 2392 Milwaukee Avenue, 7111 Foster Avenue, and 6210 N. Milwaukee Avenue, and one in Lincolnwood at 6666 N. Lincoln Avenue.

For more information, visit www.libertybank.com where additional information about Liberty’s banking services and mortgage products as well as the variety of events that Liberty offers as a community service is available. You may also visit a local branch or call 773.384.4000.