



FOR IMMEDIATE RELEASE

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LAFCU announces addition of two loan officers

Zachary Emerson, Brook Jones join Michigan credit union lending department to serve members

LANSING, Mich. — LAFCU has named Zachary (Zach) Emerson mortgage loan officer, and Brook Jones commercial loan officer.

“Expanding our team of loan officers at LAFCU is instrumental in enhancing our ability to provide personalized service and tailored financial solutions to our members,” said Jason Smith, chief lending officer, LAFCU. “With the addition of more experts like Zachary Emerson and Brook Jones, we can better meet the diverse needs of our members, ensuring they receive the support and guidance necessary to achieve their financial goals.”

Zach Emerson’s primary responsibility as a mortgage loan officer is actively growing LAFCU’s mortgage portfolio through strategic activities, including networking, hosting seminars, and developing and maintaining relationships with area professionals.

Prior to joining LAFCU, Emerson worked as an electronic enrollment analyst for Delta Dental of Michigan, where he managed eligibility for more than 200 commercial clients. Emerson earned a bachelor’s degree in business administration at Grand Valley State University in Allendale, Michigan.



Zach Emerson

“I want to make a positive impact on as many lives as possible, even in the slightest way,” noted



Brook Jones

Emerson. “I am most excited about helping families in Michigan achieve the dream of homeownership.”

As commercial loan officer, Brook Jones assists current and potential LAFCU members with their lending needs by providing a comprehensive range of products and overseeing loan applications to ensure a seamless and reliable lending experience for all borrowers.

Prior to joining LAFUCU, Jones served as assistant vice president of business banking relationship manager at PNC Bank in Lansing, Michigan, where he was responsible for overseeing 200 clients and maintaining those business relationships. He also worked at Bank of America N.A. as a mortgage loan officer and small business relationship manager.

“I am excited to be a part of such an amazing organization and one that focuses on community and inclusion,” said Jones. “I am all-in on LAFUCU!”

Jones earned a bachelor’s degree in professional communication from Siena Heights University in Adrian, Michigan, and an associate degree from Lansing Community College.

About LAFUCU

Chartered in 1936, LAFUCU is a not-for-profit financial cooperative open for membership to anyone who lives, works, worships or attends school in Michigan and to businesses and other entities located in Michigan. The credit union serves 74,000 members and holds over \$1 billion in assets. Named a Best Credit Union to Work For, LAFUCU offers a comprehensive range of financial products and services as well as an expanding complement of financial technology solutions. Members enjoy benefits such as low fees, low interest rates on loans, high yields on savings, discounts, knowledgeable employees and nationwide access to fee-free ATMs. A recipient of the national Dora Maxwell Social Responsibility Community Service Award for credit unions, LAFUCU enriches the communities it serves by supporting many organizations and causes. To learn more about LAFUCU, visit www.lafcu.com.

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