



## FOR IMMEDIATE RELEASE

### **Liberty Savings Bank Elevates Local Small Business and Consumer Support with the Promotion of Crystal Creagh to Associate Vice President, Sales and Relationship Manager**

**SARASOTA MANATEE, FL** – Local residents and business owners at the Square South Financial Center can now look forward to enhanced personalized service and expert financial guidance with the promotion of Crystal Creagh to Associate Vice President, Sales and Relationship Manager. In this leadership role, Crystal is dedicated to delivering tailored financial solutions that help clients reach their personal and professional milestones.

Crystal brings a proven track record of operational excellence and team leadership to the forefront of the client experience. Her background in managing high-performing teams ensures that every customer interaction is handled by a staff that is mentored to be highly responsive, efficient, and deeply knowledgeable about the bank's diverse suite of products.

"Crystal's extensive background in development and her commitment to excellence make her the ideal leader to serve our clients at the Square South Financial Center," said Danielle Bachar, Senior Vice President, Region Sales Manager at Liberty Savings Bank. "Her ability to identify specific client needs and her deep roots in the North Port and Venice areas will be invaluable as we continue to provide the high-touch, community-focused banking our customers deserve."

Clients working with Crystal and her team will benefit from:

- **Customized Financial Strategies:** Expertise in identifying specific personal client needs to recommend the right products and services for every stage of life.
- **Local Lending Guidance:** Expert advice on mortgage and consumer loans to help neighbors navigate important purchases.
- **Small Business Growth:** Dedicated support for local entrepreneurs through quality referrals and tailored commercial banking solutions.
- **Exceptional Service Standards:** A leadership focus on superior customer service, professionalism, and community involvement.

Crystal Creagh is a recognized leader in the region, previously earning accolades as an Ambassador Club Winner for her dedication to excellence. Her promotion reinforces Liberty Savings Bank's mission to provide the specialized attention and local decision-making that residents of Sarasota and Manatee counties rely on to thrive.

#### **About Liberty Savings Bank, FSB**

Liberty Savings Bank is driven by a passion for better banking and building a stronger community. They offer a full suite of excellent business and personal banking services. Their dedicated team provides the best products—from checking, savings, and mortgages to HELOCs, business, and personal loans—all with our client's interests at heart.

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