



CHALLENGE

For 24 years, Ames Center for Cosmetic & Family Dentistry has been dedicated to providing exceptional care. As Dr. Amie Rockow-Nelson's practice continued to thrive and evolve, she recognized the importance of a banking partner that could match her commitment to customer service and efficiency. She decided to look for a financial institution that would proactively support her business's growing needs and offer personalized solutions. This desire for enhanced collaboration and forward-thinking support led her to explore new banking relationships, ultimately finding a bank that perfectly aligned with her vision for the future.



APPROACH

The idea to switch banks came from a simple chat. While looking for a loan to buy her office building, she talked with Doug Ragaller, regional bank president, at Northwest Bank in Ames. During their conversation, he wisely suggested moving her savings for the down payment from a low-interest checking account into a special savings account called a liquid certificate of deposit (CD) to help her earn more money quickly. This smart idea, which Amie admitted she hadn't thought of, immediately showed a level of care and personalized advice she was looking for.



Amie was impressed and decided to transition all her accounts — business and personal checking — to Northwest Bank. Moving everything over, including updating automatic payments, was handled with care by the bank. The Northwest Bank team frequently kept in touch to make sure the transition went smoothly.

RESULTS

Six months after switching to Northwest Bank, Amie has seen a huge improvement in her banking experience:

- **More Money Earned:** The initial advice to put money into a liquid CD meant she earned more money to apply to the down payment for her building.
- **Personalized Service:** On every visit to the bank she is greeted by name with smiles from the staff.
- **Easy Account Moves:** Nathaniel Kuhn, ag/commercial banker at Northwest Bank, in Ames, made sure moving all the accounts was as easy as possible, frequently staying in touch to help.

- **Banking for the Whole Family:** The great experience spread to Amie's family, with her daughter and parents also making the switch and getting the same top-notch, personal support.

The new banking relationship with Northwest Bank feels like a true partnership, with smart money advice and outstanding customer service that matches the values of Amie's successful dental practice.

If your current bank isn't providing the personalized service, proactive advice and seamless support your small business deserves, it might be time for a change. Reach out to Northwest Bank today to see how our team can help you with your financial future.

