

# G&F FINANCIAL GROUP



## The Best Blend of Tech and the Human Touch

“Is this the G&F branch?” People often ask when they walk into the new G&F Financial Group location in Willoughby. It’s a fair question. Absent of a teller counter and other typical banking fixtures, the branch is a welcome, inviting space.

Money Advisors greet you from an open desk and can help with the majority of member needs from account opening to mortgages.

Branch Manager, Kam Mokha said it’s one of the ways the credit union makes the lives of members easier. By investing in the education and advanced knowledge of everyone in the branch, the team becomes more helpful to members regardless of their needs.

“We want to offer our Members easy to use tech-driven tools, but without people there is no relationship and most significant transactions need that relationship to provide personalized financial advice and custom solutions,” Kam said. “We’re striking the best balance between technology and relationships.”

Technology is at the core of G&F’s latest advancements, like Interac Flash. G&F is the first credit union in B.C. to launch the “tap and go” style debit card. Financial Services Manager, Julie Powell said it’s about streamlining busy lives.

“It’s a convenient way to do quick transactions like buying a coffee or lunch,” Julie noted.

Accounts have been restructured to ensure they meet the needs of members, like the new no-fee young adult plan.

“It’s fee-free for members age 19 to 24,” Kam said. “Plus we have fee-free accounts for others who maintain a minimum monthly balance. It’s rewarding members for being with us.”

Then, there’s Deposit Anywhere, the G&F app for phones that allows for instant depositing of cheques.

“I think G&F is the perfect size to be nimble and responsive to our members’ needs,” said Julie. “By giving members control over the little transactions we have greater flexibility for the bigger needs.”

Those bigger needs also include the work of Langley-native Tyler MacLean, Personal Account Manager, Wealth Management. Tyler helps with investments and getting financial plans headed in the right direction. Plus, G&F Mobile Mortgage relationship Managers meet members wherever it’s convenient.

Branch staff are also technology based. With three offices, a board room and flexible seating arrangements, team members use their laptops wherever it makes the most sense to deliver services to members. But those spaces aren’t reserved for branch staff alone.

“We have free wifi and want people to use the spaces we have here,” Kam said. “We even offer really good free coffee. We want to be seen as a resource to the community and as part of the community.”

A sizable donation to the Langley Memorial Hospital was another way for G&F to show their involvement in the community along with involvement in Canada Day festivities and the BC Senior Games.

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PROFILES  
OF  
*Excellence*



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PHOTO: Junhi Cho, Julie Powell, Kam Mokha, Aziza Subramanian, and Jordan Scott

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