Our LifeDesign Difference

LifeDesign isn’t just a tagline. It permeates everything we do, and it is what separates us from every other financial institution. It is a process, philosophy, and most importantly a promise, that guides all that we do. A promise we make to our clients, employees, and our communities, to be trusted friends who care about their well-being and use our hearts and our smarts to help them get where they want to be.

More Than Just Solutions For Banking...Solutions For Living

While other financial institutions just help people with their banking, we help people discover financial solutions that create better lives both now and for the future. We take a far more important and holistic approach that always does right by our clients, our employees, and our community. This is our philosophy. We call it LifeDesign. You can find it in everything we do.

We Start And End With People

LifeDesign is the starting point for every great relationship. Even though we are a bank, with all the rules and regulations, we stay focused on the individual’s needs and wants, not just policies and programs. Because while the economy is ever-changing, while interest rates fluctuate, the need to feel heard, connected, and understood is eternally present in all of us. It has always been there and it always will be there. So will LifeDesign.

We Are There When Life Happens

Banks have traditionally been there for clients during landmark moments. From getting a family their first home, to helping a client start that new business. Sure we do that well. But it is just as important for us to be there through all life’s messy moments, too. Whether it’s needing a new roof, a credit line, or dealing with an emergency, we answer everyday banking needs with real solutions. That’s the difference between selling financial products and implementing life solutions. This gives our clients the one thing you can’t put a price on, peace of mind.

Fidelity Bank

Fidelity Bank is one of the oldest and continually growing, independent, local community banks in Central Massachusetts. We offer a full range of banking, investment, and insurance solutions and have ten full-service offices in Leominster (2), Worcester, Fitchburg, Gardner, Shirley, Barre, Millbury, Paxton, Princeton.

At Fidelity Bank we believe that everyone – our clients, employees, and community members – deserve the opportunity to grow, improve, and realize their hopes and dreams. Through our LifeDesign approach we strive to be the most caring bank in the community, because what’s most important to us is not what’s in your bank account, it’s what’s in your heart.

Since 1888 we have remained committed to the businesses, families, and individuals in the communities we serve; in turn the loyalty demonstrated by members of these cities and towns has allowed us to become one of the strongest financial institutions in the region.

What’s in your heart?

Let us help you get where you want to be. Stop by any of our full services offices for a free LifeDesign discussion today.

800.581.5363 fidelitybankonline.com
Visit any of our full service offices located in:

Leominster
Worcester
Fitchburg
Gardner
Shirley
Barre
Millbury
Paxton
Princeton

Investment products are not deposits, not FDIC insured, not insured by any federal government agency, not guaranteed by the bank, may go down in value.
Personal Banking
We offer a full range of Personal Banking and financial programs and services to help you meet everyday financial needs and plan for your future. From solutions to manage your finances or build your savings, to borrowing money or planning for retirement, we are committed to providing you with the expertise, products, and services you need and deserve.

Some of our Personal Banking solutions include:
- Checkings & Savings
- Money Market, CDs, & IRA CDs
- Online, Mobile, and Text Banking
- Mobile Check Deposit
- Telephone Banking
- Online BillPay
- Investments & Insurance
- Mortgages
- Home Equity Lines & Loans
- Personal Loans

Commercial, Municipal, & Non-Profit Banking
Our Relationship Managers are focused on getting to the heart of your Commercial Banking needs. They understand the complexities of today’s business environment and can offer sound solutions to empower you and your company. We offer a full range of Commercial Banking programs and services to help your company meet every day financial needs, manage risk, and plan for the future.

Some of our Commercial Banking solutions include:
- Checking & Savings
- Cash Management Services
- Business MasterMoney Cards
- Internet Banking
- BillPay
- Remote Deposit
- Merchant Services
- Investments & Insurance
- Lines of Credit
- Equipment Loans
- Commercial Real Estate Loans

Small Business Banking
You can get the most out of your banking relationship with our Small Business banking solutions. We provide personal attention, big-business expertise, in-branch service, and access to the full capabilities of our cash management professionals. With solutions to manage your cash, grow your business, borrow money, or plan your investments and insurance, we are committed to providing small business owners with the expertise, products, and services they need and deserve.

Some of our Small Business Banking solutions include:
- Small Business Checking & Savings
- Money Market
- Cash Management Services
- Business MasterMoney Cards
- Internet Banking
- BillPay
- Remote Deposit
- Merchant Services
- Investments & Insurance
- Lines of Credit
- Equipment Loans
- Commercial Real Estate Loans

Leading With Our Hearts... And Smarts
LifeDesign inspires everything we do. Take our branch staffing model, for example. It is significantly different from the industry norm. Each branch is assigned a team made up of experts in each line of business. While their disciplines are different, they all have a heart. And we train them to lead with it. Because doing the right thing, is the right thing. So they take the same approach, our LifeDesign 5-step Process, to understand a client’s wants, not just their needs. It is all in the name of caring for our clients and doing more than just banking.

Doing Good Is Just Good Business
Our contributions to the communities we live and work in are something we take very seriously. Through programs, service, and financial contributions, we work hard to ensure they are a strong and secure foundation for us all. When a business does right by people a funny thing happens. Everybody wins. It’s a virtuous cycle and it happens when we focus on people, not profits. We live and we bank by this simple principle. The idea that businesses do well, when they do good, creates a brighter today and tomorrow for everyone involved. It’s a win, win, win. Who doesn’t like that?