

That’s literally true in Weiser, Idaho, where Icon Credit Union opened a branch in a brand-new grocery store in 2019.

Icon is the only financial institution in Weiser actually headquartered in Idaho. And as the only credit union in town, Icon offered Weiser residents the competitive savings and loan rates they’d been hungry for. Within two months of the branch opening, 172 local consumers became member-owners of their new credit union.

“It’s been overwhelmingly positive from the moment we announced we were entering the market,” said Kim LaFong, Icon’s Vice President of Member Services. “It is a great experience that doesn’t seem to be losing any steam.”

Icon’s branch is located in the new Ridley’s Family Market. The old grocery was heavily damaged during a catastrophic snowstorm in 2017. They had to rebuild from the ground up, and it was well worth the wait. Everybody in town was excited when a new, state-of-the-art store opened its doors in August of 2019 with a credit union branch inside.

Bonus for local consumers: the branch is open on Saturdays! Weiser residents are finding so much convenience under one roof.

Got milk. Got bread. Got a loan.



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- Kim LaFong, Vice President of Member Services, Icon Credit Union”