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PlainsCapital Bank Celebrates Grand Opening of New Lubbock Branch



LUBBOCK, TX (January 27, 2020) — On Jan. 24th, 2020, PlainsCapital Bank celebrated the official grand opening of its new Milwaukee Avenue location with a grand opening cookout and ribbon cutting ceremony. Lubbock residents, Bank customers, members of PlainsCapital Bank’s executive management team and PlainsCapital Bank’s buffalo mascot, Mo, attended the event.

The new branch at 411 S. Milwaukee Ave. features a new interior design theme and digital technologies, which the Bank plans to roll out in other locations across Texas.

“PlainsCapital Bank is committed to providing individuals and businesses personalized, convenient ways to bank,” said PlainsCapital Bank President and CEO Jerry Schaffner. “Our new location offers the latest banking technologies to help us serve clients with an engaging and efficient approach.”

The new features are part of the Bank’s branch transformation initiative to stay ahead of what clients demand. The Milwaukee branch layout and aesthetics were uniquely designed to be more welcoming, convenient, and engaging for branch visitors, as well as increase the Bank’s operational efficiency.

The Milwaukee location also features three Personal Teller Machines (PTM) – one indoors and two outdoors – marking seven PlainsCapital Bank PTMs in Lubbock, and more to come. Using the PTMs, clients can enjoy greater accessibility and speak with a live teller during and after regular banking hours.

The new Lubbock branch marks the enduring relationship between PlainsCapital Bank and the West Texas communities they serve with leading service, accessibility and product offerings.

About PlainsCapital Bank

With more than 60 branches across Texas, PlainsCapital Bank specializes in providing personalized relationship banking through a single point of contact. PlainsCapital Bank strives to empower responsive, local decision making by offering commercial lending, treasury management, small business banking, and trust and wealth management services. Find more information at PlainsCapital.com.