



Transform Your Credit Union and Drive Loyalty with Our Comprehensive Design-Implementation Services

With Element, credit unions can convert outdated financial spaces into dynamic experiences that enhance member engagement. Element designs and implements highly effective retail branches and headquarters facilities for financial institutions across the country. The full-service firm was founded in 2011 with a goal to modernize how financial institutions interact with their members.

From the quality of the building's foundation to the mug sitting on an office desk, Element believes every bit matters. Element's integrated approach is used to develop brand identity, select new locations, design, build and remodel facilities, and implement messaging and merchandising strategies. These efforts lead to enhanced member loyalty, more efficient operations, and increased network profitability.

Element Solutions

- Design - Our team specializes in listening and then turns your goals into inviting fully-functional retail spaces
- Build - From blueprint to branch launch, our construction experts make your vision concrete
- Digital - Custom digital displays help bring new and existing members through your doors, then interact with them in more practical ways
- Engage - Reach and delight your audience through new and remarkable means, whether it's a unique marketing campaign, new brand strategy, or the perfect location

Element Benefits

- Brand Recognition - Stand apart from local, regional, and national competitors
- Member Retention - A positive and memorable retail financial experience is worth its weight in member loyalty
- Increased Profitability - Grow your member base through unique engagements that net you more while costing less
- Increased Market Share - Establish yourself as a competitive presence in your industry through a member-first approach

For more information about how Element can assist your credit union, email consult@myleverage.com or call 855-9EXPERT (855-939-7378).

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www.myleverage.com

FAQs - Element

Q: What is it like to work with Element?

A: When you partner with us, our first job is to listen. Our goal is to get to know your organization, the needs of your employees and members, and your position in the community. Once we gain a complete understanding of your brand environment, we begin to strategize how to effectively implement the right solution.

Q: What is the process like for financial institutions?

A: It's a turnkey design-implementation approach. Our team will take you from start to finish through all phases of site selection, lease/land negotiations, zoning/permitting, branding, design, merchandising, construction, closeout, and staff training.

Q: Who is on the Element team?

A: Our team includes brand strategists, architects, designers, space planners, furniture specialists, account managers, market analysts, construction managers, general contractors, and promotional experts. Our project management ensures design intent and implementation are carried out with detail and precision.