



RED RIVER BANK

redriverbank.net

The “Red River Way”

The origins of Red River Bank can be followed all the way back to the very heart of Louisiana. There, near the banks of the Red River, a small group of community leaders came together with a vision for a new kind of bank. The year was 1999, the banking climate was one of mergers and acquisitions, and the era of hometown banking seemed to be fading away. We wanted to offer a better way to bank. A way based on the timeless kind of service we knew customers wanted, deserved, and were increasingly missing. We called it the Red River Way—and it’s the philosophy we built this bank on.

Like the body of water we’re named after, the progress of Red River Bank flows through Louisiana, decade by decade, parish by parish, growing into new communities as we continue to meet needs across the state. Along the way, the commitment to our core values—confidentiality, service excellence, innovation, community, and integrity—has continued to deepen. Red River Bank was founded on the belief of always doing the right thing, and that integrity is what guides us as we continue to grow. Just as water seeks its own level, we only seek opportunities to do what’s right for our customers, our team members, and our communities across Louisiana.

That’s the Red River Way. Constant. Current. Touching parishes, cities, towns, and families across Louisiana.

Red River Bank Core Beliefs

The Red River Way was originally founded on twelve core values which continue to be present in everything we do. In 2017, we restated those core values into Belief Statements:

WE
BELIEVE
IN

- **Confidentiality:** Any information our customers put in our trust will be protected with all our might.
- **Service Excellence:** Providing excellent customer service. It is our passion. We build long-term relationships by serving our customers and helping them meet their financial goals.
- **Innovation:** Embracing change and constantly seeking ways to improve our business for our customers.
- **Our Communities:** Being leaders in helping our communities grow and prosper.
- **Integrity:** Always doing the right thing.

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