

# the spotlight

A weekly roundup for shopping and doing business locally!

## First Southern Bank Enters Its Second Year, Where Customer Service Isn't a Slogan — It's the Culture

By: Sponsored Content Writer  
Vallean Jackson

When it comes to banking, having a trusted financial institution provides not only security, convenience, and money management, but a sense of community. First Southern Bank's approach as it nears two years since opening is proof that they've become a strong addition to Moulton—one that strives to make every customer feel valued, supported, and welcomed from the moment they walk through the door.

"I believe that this bank was brought to Moulton to better serve our local customers, and that mission is greater than just transactions of deposits and withdrawals. It's our long standing relationships, competitive rates, flexible lending options, being approachable, and offering a welcoming environment that

sets us apart. It's the people that help make this city a home, and that's the same value we carry when it comes to serving the community. And every day, we work to ensure that our customers feel the same sense of care and connection when they bank with us," said Lisa Bowling, Commercial Banking Officer.

First Southern Bank is the oldest financial institution in the Shoals Alabama region of Alabama, dating back as far as 1935 where they first began as First Federal Savings and Loan Association before the name changed. Since evolving with the focus of expanding on the growth of keeping families first, they offer full service banking that adheres to the needs of businesses, families, and individuals.

"For anyone interested in opening their first account or even a new one, I would first

suggest that they weigh their options and look at all aspects of what each institution has to offer based on their needs. But here at First Southern, one of the things we offer our new or current customers enjoy is our Kasasa checking products. This feature allows customers to earn 5.50% on their account, refunds on ATM withdrawal fees, the chance to earn rewards with no minimum balance, and there's no monthly fees," said Bowling.

Bowling shared that for the future of First Southern Bank, they look forward to continuing to grow in the community and be more involved. Since stepping into her role, she expressed that one of the most rewarding parts of her job is being able to witness customers achieve their financial goals and wellness. For them, those moments reflect the true purpose of why they're in Moulton.



First Southern Bank is located at 11809 AL Hwy 157 in Moulton, where customers can expect to feel a welcoming, community-centered banking experience. The branch is open Monday through Friday from 9:00 a.m. to 5:00 p.m. To learn

more about their services or to explore their banking products, visit [www.firstsouthern.com](http://www.firstsouthern.com).

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