

Fargo Financial Services Team – with you at every stage.

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Your Wells Fargo Financial Services Team – with you at every stage.

Whether you're just starting out or starting toward retirement, your Wells Fargo Financial team gives you the personal attention you need to reach your goals. We're your neighbors. We live and work in this community. We're proud of the quality products and services we can offer you, from innovative checking and savings accounts, to mortgage loans and insurance. If it's business products and services you need, you'll find trained business bankers to assist you with helping your business grow. So, rest assured. You'll continue to receive the friendly local service you deserve, now backed by the vast resources of one of the world's most sophisticated financial networks. And best of all? You'll still be dealing with the same friends and neighbors you know and trust – through every stage of your financial life.



When you're one of the largest banks in the country, how do you assure an account holder living in a small town in Idaho that he or she is an important part of the overall picture? That's the challenge Wells Fargo presented Merrell Remington. ■ To answer that challenge, we focused on the comforting fact that the financial team they would be dealing with would be their friends and neighbors – local people they know and trust – yet customers will still have access to the vast resources of one of the world's most sophisticated financial networks. ■ We backed up our claim by visually showing the people they would be working with in their respective branches, furthering that feeling of intimacy.

The name
changes, but
faces remain