



# First Bank Triad Campaign







At First Bank, we believe entrepreneurs need a like-minded entrepreneurial bank.

That's why we're swift with our decisions and take pride in saying yes.

See What We Offer

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

At First Bank, we believe entrepreneurs need a like-minded entrepreneurial bank.

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See What We Offer

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

We open doors for customers like you, even the doors to your dream home.

How? With multiple mortgage options, designed to fit your needs.

Browse Your Options

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

Use code 1000. Member FDIC

**FIRST BANK**  
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A BUSY BANK

That's why we're swift with our decisions and take pride in saying yes.

See What We Offer

Member FDIC

**FIRST BANK**  
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See How it Works

Member FDIC

**FIRST BANK**  
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FIRST BANK

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**INSPIRED.**

That's how we want our customers to feel. And, why our branches offer a thoughtful, well-designed and personal experience.

Stop by for a Tour

Member FDIC

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Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**HAPPY.**

First Bank's goal is to provide customized financial services for our customers that means personal service, plus all of the extras.

See What We Offer

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**ORIGINAL.**

At First Bank, we believe you know where you want to go next. Our low-cost Home Equity Line of Credit can help you land there.

See How it Works

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**OPEN. SPEND. EARN.**

Get 1000 bonus points when you open a new First Bank checking account.

Get the Details

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**ZERO.**

Our business rewards credit card boosts your cash flow with 0% APR for the first six months and \$0 transfer fees.

Get the Details

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**EASY.**

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**OPEN.**

We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs.

Browse Your Options

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**BANK**

Member FDIC

**What makes our customers happy? Customized financial services.**

Member FDIC

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Inspiring the Carolinas. Starting with you.

**OPEN.**

We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs.

Browse Your Options

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**ZERO.**

Our rewards credit card helps you pay down debt with 0% APR for the first six months and \$0 transfer fees.

Get the Details

Member FDIC

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**HAPPY.**

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See What We Offer

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**ORIGINAL.**

At First Bank, we believe you know where you want to go next. Our low-cost Home Equity Line of Credit can help you land there.

See How it Works

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**AT WORK.**

1000 bonus points when you open a new First Bank business checking account.

Get the Details

Use code 1000. Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**OPEN.**

We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs.

Browse Your Options

Member FDIC

**FIRST BANK**  
Inspiring the Carolinas. Starting with you.

**ORIGINAL.**

**EASY.**

**OP**

We open doors for customers like you, even the doors to your dream home. How? With multiple mortgage options, designed to fit your needs.

Browse Your Options





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At First Bank, we believe you know you and where you want to go next.  
Our low-cost Home Equity Line of Credit can help you land there.



TRIAD PHASE 1

TRIAD PHASE 1 (OPTIMIZED)

TRIAD PHASE 1

TRIAD PHASE 1 (OPTIMIZED)

**HAPPY.**  
First Bank's goal is to provide customized financial services. For our customers that means personal service, and taking the extra mile.  
See What We Offer

**INSPIRED.**  
First Bank's goal is to provide customized financial services. For our customers that means personal service, and taking the extra mile.  
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**FIRST BANK**  
Inspiring the Caribbean. Starting with you.



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**EASY.**  
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See What We Offer

**QUICK.**  
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**ORIGINAL.**  
At First Bank, we believe you know you and where you want to go next. Our low-cost Home Equity Line of Credit can help you land there.  
See How it Works

**AUTHENTIC.**  
At First Bank, we believe you know you and where you want to go next. Our low-cost Home Equity Line of Credit can help you land there.  
See How it Works

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**INSPIRED.**  
That's how we want our customers to feel. And, why our branches offer a thoughtful, well-designed and personal experience.  
Stop by for a Tour

**SPOILED.**  
That's how we want our customers to feel. And, why our branches offer a thoughtful, well-designed and personal experience.  
Stop by for a Tour

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**FIRST BANK**  
Inspiring the Caribbean. Starting with you.





**FIRST BANK**

Inspiring North Carolina.

**STARTING WITH YOU.**

No one knows your business like you do. So we've created innovative tools and services to help you manage your business finances with ease.

**Tools you can use.**

We don't do one-size-fits-all. At First Bank, we consider the needs of businesses, large and small, to create our lineup of products and services.

- Business Banking
- Merchant Services
- Business Loans
- Cash Management
- Business Credit Card
- Our Locations

**FIRST BANK**

Inspiring The Carolinas.

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- Business Credit Card
- Merchant Services
- Cash Management
- Our Locations

**READY TO SEE BANKING DIFFERENTLY?**

Talk to a First Bank business banking expert

Visit the First Bank website

**First Bank has spoiled me. You'd think every bank is that way, but they're not.**

**FIRST BANK COMMERCIAL CUSTOMER**

Copyright © 2018 First Bank. Equal Opportunity Employer. Member FDIC. Equal Housing Lender. Routing Number: 053104568. NMLS #474504

**FIRST BANK**

Inspiring The Carolinas.  
**STARTING WITH YOU.**

If you're ready to take the next step toward financial wellness, we're ready to help with customized financial services and personal support.

**What you can do.**

A range of products and services to meet your needs, so you can manage your business and personal life with ease.

- Personal Banking
- HELOC
- Auto & Boat Loans
- Personal Credit Cards
- Mortgage Options
- Our Locations

**BANKING DIFFERENTLY?**

Talk to a First Bank personal banking expert

Visit the First Bank website

**It's just a very personal feel. I can't walk into any other bank and feel the same way.**

**FIRST BANK RETAIL CUSTOMER**

First Bank. Equal Opportunity Employer. Member FDIC. Equal Housing Lender. 053104568. NMLS #474504

**FIRST BANK**

**Earn 1000 POINTS**

Open a new First Bank checking account and earn 1000 rewards points, just like that.

**READY TO START EARNING POINTS?**

Find your local branch and ready

Talk to a First Bank expert

**How it works.**

- Open an account**  
Choose your account settings, create your debit card, and activate your account.
- Activate your card**  
Once you receive your debit card, activate it online or in person.
- Redeem your points**  
Use your points to redeem for gift cards, travel, or other rewards.

**Finding the perfect account for you or your business.**

**Personal checking**  
Get a new checking account with a debit card and a free mobile app.

- ✓ Earn cash rewards on your debit card
- ✓ Free digital banking and mobile app
- ✓ Free automatic bill payments

**Business Checking**  
Get a new business checking account with a debit card and a free mobile app.

- ✓ A business debit card with cash rewards
- ✓ No fee business checking
- ✓ Free digital banking and mobile app

**Ready to get started?**

Stop by your local branch to open an account today.

**FIRST BANK**

**FIRST BANK**

**The power of ZERO**

Get a 0% intro APR and \$0 balance transfer fee with the First Bank Signature Rewards and Business Rewards credit cards.

**READY TO GET TO ZERO?**

Find your local branch and ready

Talk to a First Bank expert

**Ways you'll benefit.**

- Zero percent APR**  
Enjoy 0% intro APR on purchases and balance transfers for 12 months.
- \$0 balance transfer**  
Get \$0 balance transfer fee on up to \$10,000 in new balance transfers.
- Rewards for purchases**  
Earn rewards on every purchase with the First Bank Signature Rewards and Business Rewards credit cards.

**Explore our card options.**

**A card for you.**

- ✓ 0% intro APR on purchases and balance transfers
- ✓ \$0 balance transfer fee
- ✓ Earn rewards on every purchase
- ✓ Free mobile app and 24/7 customer service

**A card for your business.**

- ✓ 0% intro APR on purchases
- ✓ Earn rewards on every purchase
- ✓ Free mobile app and 24/7 customer service

**Want an additional triple-point bonus?**

Apply for a First Bank credit card by December 31st and earn 1000 bonus points.

**Ready to get started?**

Stop by your local branch to open an account today.

**FIRST BANK**





FIRST BANK

Inspiring North Carolina.  
**STARTING WITH YOU.**

If you're ready to take the next step toward financial wellness, we're ready to help with customized financial services and personal support.

**Tools you can use.**

We have a wide range of options designed to meet your...

  
Personal  
Banking

  
HELOC

  
Auto &  
Boat Loans

