

UMassFive News

For Immediate Release

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UMassFive Voted ‘Best Credit Union’ and More in Local Reader Polls



Hadley, MA – UMassFive College Federal Credit Union (UMassFive) is once again proud to be honored with the title of **Best Credit Union** in The Valley Advocate’s annual reader voting poll—extending their streak in the number one position to 18 years in a row. The Credit Union was also favored in multiple categories in this year’s Daily Hampshire Gazette’s “Reader’s Choice” poll, where UMassFive took

home the titles of **Best Credit Union** for the 11th year in a row, as well as the **Best Investment Broker/Brokerage Firm**, **Best Financial Planning/Wealth Management**, **Best Auto Loan Provider**, and **Best Local Bank for a Loan**.

Rich Kump, President and CEO, credits UMassFive’s success in the polls to company culture, which prioritizes personalized experiences and fosters a loyal community of members. “We take great pride in not only offering competitive products and services that meet our members’ needs and enhance their financial well-being, but also in delivering a level of service that consistently exceeds their expectations.”

UMassFive extends a sincere thank you to their members for their continued support and trust year after year. The Credit Union looks forward to maintaining its commitment to delivering award-winning service in the future.

UMassFive College Federal Credit Union (UMassFive) was established in 1967 and serves the University of Massachusetts, as well as the Five College System and over 50 other local organizations that share their community-based values and vision for a sustainable local economy. As a non-profit financial cooperative, UMassFive’s earnings are returned to their membership in the form of better rates, lower fees, and improved services and banking technology. The Credit Union offers a full range of financial products, including personal and business banking and lending, retirement planning and investments, and insurance. UMassFive has over 49,600 members, six branches, and assets of over \$700 million. For more information about UMassFive, please visit www.umassfive.coop.