

Entrepreneurial Services Spotlight

Landmark National Bank is a full-service community bank serving 24 communities with 31 locations across the state of Kansas. In 2012, Landmark Bank acquired the Wellsville Bank. Janet Sloan, Bank Manager, who has worked here for over 38 years between the two banks sat down with us to learn more about all the products and services Landmark Bank offers our community.

Landmark Bank currently employes 286 associates across the state and has four employees in the Wellsville branch. Janet mentioned, “We offer a full range of financial products and services, including checking and savings accounts, CDs, and IRAs for personal and business customers, as well as personal and commercial loans. We have a full-service home loans division, and we offer a wide range of digital banking services that make our products easy to use!”

We wanted to know how Landmark would describe its core values and brand. Janet describes, “Our core values are authenticity, community, family, integrity, and unity. Our Vision Statement is that everyone starts as a customer and leaves as a friend. We don’t think of Landmark as a place that sells loans or accounts. We want to walk along with people in their financial journey, getting to know them, sharing lessons learned and connecting them with resources that fit their needs. We believe helping families and businesses succeed builds stronger communities.”

When asked what problems Landmark Bank solves for its customers, Janet said, “We hire staff from our community. So, each of our employees has their own history, connection, and relationships they bring and acquire at our location.” She also tells us, “Our new digital services make banking with us easier than ever before. Our clients can use all our services without having to rush to get to the bank before it closes. People work all sorts of shifts these days and can’t necessarily get to the bank during our operating hours.” She also mentioned that the questions she hears the most these days are about loan rates and deposit rates.

Competition is fierce in the banking industry. There are so many products and services to choose from as a customer. We asked Janet how Landmark’s products and services compared to their competition. She knowledgeably answered us, “Most banks offer similar products, which makes the competition stiff. Landmark is committed to providing the latest technology and services to allow our customers to access the products anytime, anywhere. We offer a comprehensive online and mobile banking platform, the ability to send money in minutes to friends and family with Zelle®, My Card controls for your debit card, real-time balance and transaction alerts by email, text, or messaging, and the MoneyPass ATM network to withdraw funds at participating ATMs across the country with no surcharge.”

Next, we got personal, asking questions about successes and challenges they have faced over the years along with how they established their loyal customer base. When asked about which products and services are the most successful for Landmark Bank, Janet said, “Free checking has always been popular and continues to benefit those with personal accounts. Our mobile deposit platform and ATM deposit flexibility have really been a hit with our customers.” She goes on to say, “We measure success in our business by the relationships we build and by solving problems for individual customers.” With success always come challenges. So, our next topic was about just that. Janet tells us, “It’s always challenging to make changes to existing products and services. Customers, like most of us, don’t like change. But we

are always analyzing the market and our competition to stay current with industry trends. So sometimes that means making a change or two which can be challenging.” Finally, we were interested in how Landmark has built such a loyal customer base. She said, “With the bank being right inside the community for over 100 years, many strong relationships have been built over that large period. We also feel our friendly and individualized service helps meet each customer’s financial needs. Our longevity in Wellsville helps people trust us!”

Marketing and advertising are important aspects of any thriving business. We asked Janet about how Landmark gets the “word out” about their products and services. She said, “We participate in the Wellsville community through events and sponsorships for local organizations. We also use social media for communication. We are a member of the Wellsville Chamber of Commerce and the Franklin County Development Council. We also have a banner out at the WJRC ball fields.” As for the bank’s demographic, Janet told us, “We offer financial solutions that can change and grow with every demographic, from youth savings accounts started when children are born to checking accounts for students to home loans for first-time home buyers and CDs and IRAs as people plan for retirement.”

When asked if there were any new products on the horizon, Janet informed us, “Landmark Bank is always talking about new products and services to enhance our customers’ banking experience. Currently, there is nothing Landmark is ready to disclose.” Then we went on to discuss how Landmark’s products and services can improve the life of their customers. She said, “Providing safe and sound banking practices builds trust and improves customers’ lives. But probably an equally important thing we do is to transform those small-town relationships into friendships. We always strive to sit down with our customers, get to know who they really are and find out what is most important to them.”

Finally, we asked Janet how the Wellsville community can best serve Landmark Bank. She quickly responded, “Existing customers telling their friends and family about their positive experience with us is the best compliment. We always appreciate referrals for home loans and business loans.” Then we asked her how the Wellsville Chamber of Commerce can best serve Landmark. She told us, “We love the Chamber newsletter, the Chamber Sign opportunity, and look forward to holding a Chamber Coffee soon.”

If you’d like to drop by and meet all the wonderful employees at Landmark National Bank in Wellsville, the bank is located at 112 W. 6th Street. The lobby is open Monday through Friday from 9AM until 4PM, and their drive-through lanes are open Monday through Friday from 8AM until 5PM and Saturday from 9AM until noon. You can reach them by telephone at 785-883-2145 or by email at lnbmail@banklandmark.com.



A photograph of a Landmark National Bank branch building. The building is a single-story structure with white horizontal siding and dark brick accents around the windows and entrance. The entrance features a glass door with a chandelier hanging inside. The building is surrounded by a well-maintained lawn, a concrete sidewalk, and various landscaping including trees, shrubs, and flower beds. The sky is clear and blue.

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