

BANKUNITED TAKES A MICROMARKET APPROACH TO SERVICING BUSINESS CUSTOMERS AND INDIVIDUALS

BankUnited has long been known for its personalized approach, providing a complete array of banking services in diverse markets. Some of its branches are located in communities where senior citizens predominate, and others where working individuals make up the majority. With the same positive energy, BankUnited is turning its eye to business enterprises, taking strong steps to offer business financing and commercial services for professionals and business owners.

Since BankUnited has 50 branches in diverse markets, the bank has established a micromarket neighborhood banking strategy that tailors branch services to each individual community. For example, in Aventura, there is a profusion of professionals and entrepreneurs, and the local branch is able to provide them with financing and commercial services that vitalize business.

At BankUnited, decisions are made on a local level, so in each market BankUnited can act as a community bank. “Our micromarket approach is tied in to the service culture we have developed over the years,” says Maira Diaz, BankUnited’s Aventura market manager since April 2004. She is based at the Aventura Waterways branch in the Target shopping center at 21155 Biscayne Boulevard. Diaz adds, “The bank puts decision-making into the hands of its local branch managers, and not an executive outside of the state. Each manager understands the specific market and can make quick turnaround decisions.”

Banking veteran Rolando Ochoa is currently vice president and manager of BankUnited’s Aventura Boulevard branch. Previously, Ochoa was a vice president and lending officer with another South Florida-based bank. His experience encompasses many years in managing commercial, real estate and consumer lending departments, as well as business development.

BankUnited has built strong ties to the Aventura community by being actively involved with local business organizations, including the Aventura Marketing Council. “We go out and meet our customers whether it be day or night,” remarks Ochoa. “Our micromarket strategy is similar to the ‘personal banker’ days, when one-on-one relationships resulted in good business. We are deeply committed to our customers and the community.” Besides commitment, the bank has the strength to offer small and large business loans. It boasts one of the largest residential mortgage departments in South Florida, and finances properties throughout the U.S.

BankUnited is the largest bank headquartered in Florida with assets of \$8.7 billion. The bank has 50 branches open in Miami-Dade, Broward, Palm Beach, Martin and Collier counties and offers a full spectrum of banking products and services for individuals and growing companies. These include residential and commercial mortgage services, working capital loans and lines of credit, private banking and investment services and cash management for businesses as well as new state-of-the-art online banking via www.buexpress.com.

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