

PrimeVest Financial Services Inc., Member FINRA/SIPC

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## PrimeVest signs Citizens & Northern Bank

[PrimeVest Financial Services](#), a broker-dealer dedicated to serving financial institutions, announced today that [Citizens & Northern Bank](#) (Wellsboro, Pa.) has signed as a client. PrimeVest will provide investment and insurance solutions and support designed to help Citizens & Northern Bank grow its revenue.

“We are very excited to welcome Citizens & Northern to our growing family of financial institutions and we are delighted that they have chosen to work with us,” said PrimeVest President and CEO **Catherine Bonneau**. “Their vision for delivering great service required a broker-dealer that could provide some very specific bank-centric benefits. Our self-clearing platform and dedicated focus on financial institutions made us a great fit.”

Citizens & Northern, with approximately \$1.3 billion in assets, is among the 25 largest banks in Pennsylvania. Since its founding in 1864, Citizens & Northern has grown to serve 26 branches throughout Tioga, Bradford, Sullivan, Lycoming, Potter, Cameron and McKean counties in Pennsylvania and in Canisteo and South Hornell, New York. The bank’s market area includes the rich Marcellus Shale, home to a vast natural gas reserve.

“We wanted a broker-dealer that would be a better fit for the community bank environment, one that truly focused on serving banks, and PrimeVest was able to deliver the customized fit we wanted,” said **Deborah Scott**, executive vice president at Citizens & Northern. “Their dedication to the financial institution channel and their self-clearing platform were very attractive to us. It gave us confidence in how we and the brokerage clients would be served – all within one firm and without unnecessary fees.”

## About PrimeVest Financial Services

Founded in 1984, PrimeVest Financial Services Inc. is a self-clearing registered broker-dealer serving the clients of nearly 600 financial institutions throughout the United States. With its focus exclusively on financial institutions, PrimeVest delivers innovative investment and insurance solutions, comprehensive support and a flexible program structure built to strengthen client relationships. PrimeVest is a member of the [Cetera Financial Group](#) family of broker-dealers. Cetera provides expansive broker-dealer services, innovative technology, and competitive advisory programs for independent financial professionals and financial institutions nationwide.

PrimeVest is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see [www.primevest.com](http://www.primevest.com). Investment products are \*Not NCUSIF insured \*May lose value \*Not financial institution guaranteed \*Not a deposit \*Not insured by any federal government agency. PrimeVest is unaffiliated with the financial institution where investment services are offered.

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