

# Developing Rewarding Relationships

Flushing Bank approaches banking with New York's resilience and diversity at heart.

**F**or Flushing Bank, nothing is more important than the communities it serves.

"Our success is dependent on the health of the communities around us," says John R. Buran, president and CEO of Flushing Bank. "This is a long-term relationship. We want people to know who we are and what we provide so when they start a business or want a bank that understands their needs, they think of us."

Since 1929, the bank has made a difference in the lives of generations of New Yorkers, helping people from every background to achieve their personal and business financial goals. Today, the bank has 26 branches throughout the New York metropolitan area—including the soon-to-be opened Hauppauge branch—and is renowned for its personalized approach and leading-edge products and services.

## New York Rebounds

"People want to do business in places that rebound no matter the circumstances," says Buran. "New York has a history of this. From the Great Recession to Hurricane Sandy and the COVID-19 pandemic, resiliency is in New York's DNA, and we are a part of this."

Finding a trusting bank in prosperous times is not difficult; however, finding one that stays with you in times of crisis is harder. With a track record of resilience, Flushing Bank remains unshakable in its commitments to its customers and communities.

"We have a long history of success in challenging times and volatile markets," Buran explains. "When times get tough, you want someone who understands your



John R. Buran  
President & CEO



business beyond the basic financials and is there for you."

Most recently, Flushing Bank proved a reliable resource by offering PPP loans to businesses and facilitated access to other programs, such as the Federal Home Loan Bank of New York Small Business Recovery Grant Program and Main Street Lending Program. During the height of the COVID-19 pandemic, the bank aided customers with digital banking assistance and provided safe, in-person access to meet with bank staff for more complex transactions.

For those that prefer to bank remotely, the bank continues to enhance its digital services. In 2022, it introduced a very efficient digital lending platform to help small business customers expedite the loan origination process.

## Community-Based Approach

The Flushing Bank branch staff can communicate in the languages and dialects prevalent within their customer base to help ensure a first-rate experience. "You can walk a couple of blocks in Queens and


suddenly find yourself in a totally different environment with different languages, foods, and businesses," says Buran. "That diversity is a key factor in how we operate."

Given their presence in the Asian community, speaking out on topics such as Stop Asian Hate or sponsoring the Port Jefferson Dragon Boat Race Festival are not just business moves—they reflect a deep-rooted desire to see people of all backgrounds feel that they belong both in the community and with the bank.

The bank's team is in touch with its community's needs, cultures, and concerns. In addition to its financial support of local nonprofits and causes such as Brooklyn's Cinderella Project, which provides prom attire to low-income teenagers, and Island Harvest's food drive, its employee volunteer program, Flushing Bank Serves, actively encourages and supports employee volunteerism.

"We want to be more than just a bank," says Buran. "Our focus is to invest in our communities while helping those around us thrive."

**FLUSHING**  
Bank

Follow us on  

Member  
FDIC 