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PFF Bank opens three branch locations in Victor Valley

By MITCH DEACON Staff Writer

APPLE VALLEY — With three new bank branches in the Victor **Valley**, PFF Bank & Trust is expanding operations to tap into the high-growth markets of the Inland Empire.

Headquartered in Rancho Cucamonga, the bank in April opened its first High Desert branch at the Jess Ranch Marketplace in **Apple Valley**.

PFF has since added two additional full-service facilities in Hesperia at Topaz Road and Main Street and at the Adelanto Marketplace at Highway 395 and Palmdale Road.

"The Victor **Valley** is an area of high growth, and our aim is to bring quality banking services and a personalized approach to service new and growing communities throughout the Inland Empire and surrounding regions," said Sal Curasi, vice president of public relations with PFF Bank & Trust.

The bank provides loans for a broad variety of consumer and commercial projects, including working capital loans for small businesses, equipment loans for construction companies and lending for residential and commercial real estate.

"We have a good product line to service all businesses in the community," said Cindy Long, vice president and manager of the **Apple Valley** branch.

PFF is also offering a new technology called remote deposit capture, in which checks received from customers and clients can be deposited into a business's account from their office, saving the time and money needed to pay someone to actually visit the bank to deposit the checks.

Remote deposit capture also works with business software such as QuickBooks to automatically update invoices and accounts receivable.

"The turnaround time for checks to clear is awesome," Long said.

Established in Pomona in 1892 as The Mutual Building and Loan, the bank became known as Pomona First Federal in 1938 and went public in 1996 as PFF Bank & Trust. PFF currently has 36 branches.



Cindy Long, vice president and branch manager for PFF Bank & Trust in **Apple Valley**. PFF Bank & Trust has just opened three branches in the Victor **Valley**, with locations in **Apple Valley**, Hesperia and Adelanto.