

2024 ESL IN THE COMMUNITY REPORT

Business Banking



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The Business Banking experience at ESL is designed to be a true partnership between businesses in the Greater Rochester region and our award-winning team.

We proudly serve approximately 17,000 Business Banking members of all sizes and industries. Our ability to support a diverse range of businesses is a key advantage we provide to organizations throughout our

Greater Rochester region. With more than 100 years of history in the community, we continue to prioritize local, efficient, and personalized decision-making.

TOTAL BUSINESS BANKING ASSETS

\$1.7 Billion

BUSINESS BANKING LOANS

\$926 Million

BUSINESS BANKING SHARE ACCOUNTS

\$519 Million

SBA7(a) LOANS

105

VALUE OF SBA7(a) LOANS

\$14 Million

BUSINESS CUSTOMERS THROUGHOUT GREATER ROCHESTER

16,800

NEW BUSINESS LOANS

\$234 Million

NEW COMMERCIAL REAL ESTATE LENDING

\$149 Million

NEW BUSINESS TERM LOANS

\$22 Million

NEW BUSINESS SHARES

\$62 Million

Business Banking Highlights

ESL SBA Partnership

In 2024, ESL earned the #1 ranking for U.S. Small Business Administration (SBA) lender in the Greater Rochester region by total number of loans. With 91 loans in the fiscal year ending Sept. 30, 2024, ESL provided more than \$10.5 million in lending to small businesses across the region. ESL also provided 14 loans for \$3.7 million to the Buffalo region through its western branch in Batavia, bringing total SBA lending for ESL to 105 loans and \$14.2 million for the fiscal year. This more than doubles our SBA lending production in 2023.

ESL has an established and successful partnership with the U.S. Small Business Administration. This partnership is designed for the benefit of small businesses in need of additional funding for things such as new equipment, acquiring new customers, or growing in other areas.

Digital Home Creations, an ESL Business Banking member, credits this partnership for its successful growth and expansion. Digital Home Creations provides custom audio and video automation systems for homes and businesses.

Diverse Capacity

ESL works with a diverse capacity of businesses to help them thrive and prosper. From expansion to redevelopment, our team can work with startup businesses all the way up to those with \$100 million in annual revenue. Our partnerships have contributed to the successful redevelopment of local communities, such as the Neighborhood of Play, and help provide new economic and workforce opportunities throughout the Greater Rochester region. We have the local expertise and knowledge to support businesses in all phases of their journey.

Business Succession Planning

As a leader, we recognize the financial expertise and solutions needed to work through the complexities of a business succession planning process. Our succession planning experience includes partnerships with multigenerational family businesses to help give them the ability to plan for their future and be well prepared for the transition. Gates Towing, established more than 30 years ago, has grown thanks to its partnership with ESL. As a thriving family business, Gates Towing has a business succession plan in place to ensure a smooth transition from one generation to the next.

