

## Noble Bank to open branch in Birmingham

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Noble Bank & Trust executives on Friday announced that the community bank will soon open its fifth branch at a location in Birmingham.

According to a release from the company, the branch will open in January at The Summit shopping center near U.S. 280.

“We have grown quickly as a community bank with four locations in northeast Alabama and are thrilled to expand our presence to Birmingham,” Anthony Humphries, president and CEO of Noble Bank & Trust, was quoted as saying in the release.

Jessica McCauley, marketing officer for Noble Bank, said the biggest factor in the decision to move into the Birmingham market was the man bank executives chose to lead the new branch.

“We found our person first,” she said of Paul Rogers, who’s now the senior vice president and market president for Noble Bank.

Rogers most recently served as Birmingham’s regional president for Aliant Bank.

Rogers said he worked with Humphries while at South Trust Bank in Birmingham, and he has known the Noble Bank management team since before the local company started nearly 10 years ago.

Rogers said he helped start Birmingham’s Red Mountain Bank at the same time that Noble Bank started.

Rogers said he took the new job because he agrees with the business philosophy of the local bank’s leadership.

“Relationships drive banking and the folks at Noble get that,” he said.

Rogers said many community banks neglect areas of technology in their focus on customers, but Noble Bank has made it a priority to strive in both realms.



NobleBank Anniston branch  
NobleBank and Trust’s in Anniston.

McCauley said Noble Bank already has 427 customers in the Birmingham area. Some of them found the community bank online, but many clients formerly lived around Calhoun County and simply opted to keep their accounts when they moved to central Alabama, she said.

Rogers added that Noble Bank has around 50 shareholders who live in the Birmingham area.

In addition to the branch at The Summit, Noble Bank has locations in Anniston, Oxford, Alexandria and Piedmont. According to the release, the community bank has \$178 million in assets.