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First Southwest Bank To Raise Starting Wages, Investing in Local Employees

With a more competitive tax code in place, First Southwest Bank is investing in their team members, community, and growth of opportunities in rural Colorado.

ALAMOSA, COLO., (January 22, 2017) – While some long-standing businesses leave our rural Colorado towns, for more urban options, First Southwest Bank stands committed to growing and investing in the people of our Western communities. As part of this commitment, starting team members at [First Southwest Bank](#) are immediately benefiting from the recent tax law changes, as the bank raises its starting wage to \$14 an hour plus full benefits.

“We’re excited to take advantage of the tax reform and give the positive impact it has on First Southwest Bank right back to our team members and the rural Colorado community,” says Kent Curtis, First Southwest Bank CEO. “By being able to provide a higher living wage to our starting employees, and invest in our team, we can be a catalyst for economic growth, and reaffirm our commitment to a better quality of life in all of the rural Colorado communities our branches serve.”

The increased starting wages are effective immediately across their six branches in rural Colorado.

“According to the La Plata County Thrive Living Wage Coalition, higher minimum wages positively affect all of our local economies through many ripple effects,” says Jodi Hayden First Southwest Bank Human Resources Director. “Economic evidence shows that financially satisfied employees are more productive, which then increases service quality and customer satisfaction; plus, higher wages increase local sales, as people are able to spend more, and an increase in sales drives job creation.”

As a Community Development Financial Institution (CDFI), First Southwest Bank is focused on cultivating valuable relationships, investing in economic and social doers, and fostering a well-lived rural culture – increasing their employee’s starting wage is just one way First Southwest Bank aims to be dedicated to the community, as they accelerate growth in 2018.

For more information please contact Kent Curtis, 970.422.5054, or kent.curtis@fswb.com.

About First Southwest Bank

Serving the San Luis Valley and rural Colorado for more than 100 years, First Southwest Bank offers personal and business banking at their six branches, with an emphasis on businesses supporting rural communities. First Southwest Bank and their employees actively live-in and give back to our communities, volunteering with more than 40 local organizations, and donating to 115. As a CDFI, First Southwest Bank is focused on cultivating valuable relationships, investing in economic and social doers, and fostering a well-lived rural culture. More information about First Southwest Bank is available at fswb.com.

