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## **David Houston settles into new commercial banking role at Bank of Central Florida**

David Houston may have joined Bank of Central Florida just six short months ago, but he's no rookie when it comes to commercial banking. Houston brings thirty-five years of experience with him as he ventures into a new role as Senior Vice President/Commercial Lender.

"Bank of Central Florida has a wonderful reputation and is a true leader in the commercial banking marketplace," said Houston. "I knew making this move would be of great benefit – not only for myself, but also for my clients!"



Bank of Central Florida is headquartered in Lakeland and specializes in providing financial solutions for businesses, such as commercial mortgages, construction loans, equipment financing and business banking services. "I work with all types of business owners, especially professionals such as attorneys, CPAs, realtors, small business owners, manufacturers, and those in the service industry," said Houston. "If their business is based in Lakeland or a nearby area, Bank of Central Florida is an excellent option to support their banking and financial interests."



Houston said the appeal of community banking for clients is it allows them to get the personalized services they need and develop a long-term relationship with their banker. "My clients work one-on-one with me, and get faster decisions and approvals on their banking needs," said Houston. "I know the market, I've got the experience, and I make sure that all of my clients'

financial needs are being met as their business grows."

As happy as Houston was to join Bank of Central Florida, bank officials were equally thrilled to welcome him. “Dave brings a wealth of experience to our commercial banking team,” said President/Chief Executive Officer Paul J. Noris. “He understands our culture of service and is committed to providing his clients with prompt, personalized banking. Dave’s skill set and business expertise are a perfect fit for Bank of Central Florida.”

Houston began his banking career in 1979, most recently having served as Chief Credit Officer and Board Member for Community Southern Bank. With over three decades of commercial banking experience, he has handled commercial loans and business development as well as administration, credit underwriting and loan servicing. Houston has lived in Lakeland since 1981



and currently serves as a board member and Treasurer for Alliance for Independence. He is a graduate of Leadership Lakeland Class VIII and serves on the board for Leadership Lakeland Alumni Association. Houston graduated from the University of Florida with Bachelor’s degree in Finance.

To reach Houston at Bank of Central Florida, call 863-226-4138 or email [David.Houston@bankofcentralflorida.com](mailto:David.Houston@bankofcentralflorida.com).

### **About Bank of Central Florida**

Founded in 2007, Bank of Central Florida was chartered to serve the financial needs of the local marketplace. The Bank is guided by a local Board of Directors with vast knowledge of the local business climate and are driven by their vision for a financial services institution that is focused on client service. This approach has enabled the bank to bring the **Art of Intelligent Banking** to its clients. For more information about Bank of Central Florida, visit [www.bankofcentralflorida.com](http://www.bankofcentralflorida.com).

