

# It's all about the relationship.



Kevin Coerver, Southern Commercial Bank Vice President with customers (and friends), Jerry Reinhold, founder of Reinhold Electric and Joe Weinmann, owner of Kenrick's Meats and Catering

It's no secret that St. Louis grows life-long friends. Some may say that this is especially true in South St. Louis where Jerry Reinhold, founder of Reinhold Electric and Joe Weinmann, owner of Kenrick's Meats and Catering met. Over the years, they have developed a relationship that is so solid, they're not afraid to share a friendly hug.

Joe explains, "Besides the fact that we both like to eat, I think the reason we became friends is because we're two guys that started out small and never forgot where we came from." Joe will be the first to talk about how Jerry goes about the community quietly doing charity work, adding, "Jerry's loyal to his community and to his friends."

"So one day," Joe recalled, "I'm telling Jerry I want to switch banks because mine was bought out, again. At the time, I was with a national bank and the faces changed so much that when I came in for a truck loan no one even knew who I was. And I'd been banking there for years."

Jerry recommended he talk to his friend and banker, Vice President

Kevin Coerver, adding, "he'll take good care of you." Jerry went on to describe Kevin as a people person and added that the bank had always been loyal to him, like a friend: always willing to help him and his business grow.

As it turned out Joe knew Kevin. "He'd been coming into my store for two years, inquiring about my business. I just thought he came in because he liked my food!"

Joe took Jerry's recommendation. "I'm real happy with the relationship I have with Southern Commercial Bank," Joe said. "I lucked out with Kevin. It's not always easy for a small business to get a loan. I was going through growing pains. Kevin was a big part of us making the switch to Southern Commercial Bank. To me, it's obvious: the bank cares about the community and about the people who live here. That's something I look for in any business relationship."

"Loyalty is a big word," Joe remarked. "I'm blessed with loyal friends and a loyal bank, and I couldn't be happier."

## Southern Commercial Bank

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