

# Your Success, Our Priority

Beyond Business Banking – Alphonse de Tonty LLC



Brian Malloy is a Detroit-based Real Estate Developer and the sole member of Alphonse de Tonty, LLC, a real estate holding company that develops new and historic buildings in the city of Detroit while helping first-time entrepreneurs achieve success with their businesses through mixed-use buildings.

"I think it starts with people," says Brian. "When you're looking for a banker, you've got to find a person that you like and that you want to partner with." When he began real estate development in 2012, Brian knew from his network of real estate developers that First State Bank was already investing in Detroit, well before it was the cool thing to do. Brian wanted to partner with a bank his company could have a long-term relationship with. Because creating value in the city of Detroit was such a fundamental part of his company's vision, the choice to work with First State Bank and banker Louise Sorg was an easy one for Brian.

## STREAMLINING THE BUSINESS OF DOING BUSINESS

Alphonse de Tonty utilizes a variety of First State Bank services for convenient and secure management of the business's finances:

- Online Banking Services
- Internal transfers
- Stop payments
- Bill pay services
- Free account alerts

## BUSINESS CREDIT CARD

Using a business credit card rather than a business debit:

- Protects funds in the operating account from loss due to fraudulent charges
- Rewards for monthly spending can be used for gift cards or even cash back to company/owner
- Expense cards can be given to employees for tracking and budgeting purposes

Admittedly clueless about the commercial loan solutions available to his company, Brian leaned on Louise who provided clear guidance and expertise. "I didn't know what I was looking for," states Brian. "We were looking for someone who would come in and understand the asset that we had created and how with additional capital, we could augment that with a new building and create an additional destination for the community." The solution was a line of credit, and within months, Alphonse de Tonty LLC went from not knowing anything about commercial lending to having a fully executed line of credit.

First State Bank understands what it means to do business in Detroit, and they strive to be a strong financial partner to the businesses it works with. "It really feels like you're working family to family," Brian explains. "Big banks might completely crush it with the technology, but then you call and you're treated like a number. Every time I call into the bank, it's a warm reception and oftentimes, you're dealing with difficult financial stuff, but they always make it feel good. It adds to the feeling of trust that I have with the bank. First State Bank was that perfect blend of big enough to do things right, but small enough to make it personal."



*"I am inspired by meeting the customers, helping them meet their business goals and building relationships. It's nice to talk with people*

*and see what they need, and then be that financial partner for them as they grow their business.*

Brian Malloy of Alphonse de Tonty LLC is doing a lot for the Corktown area of Detroit. He came to First State Bank for help growing his business in the investment real estate market. When we first met, he'd never taken a commercial loan, and we were able to put together a structure that worked for him – one that was less expensive and easier to manage.

One building in Corktown became two more, and now we're working on another project to build again. His mixed-use buildings are occupied by small businesses and individuals who reside there. Corktown is a vibrant, growing community and it's been great for First State Bank, and for myself, to partner with Brian to help the community thrive."

## Louise Sorg

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