



Lineage Bank Joins Newly Launched Banking as a Service (BaaS) Association

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FRANKLIN, TN June 13, 2022 – Today, Lineage Bank, a multi-branch community bank located in Franklin, Tennessee, announced it has joined the newly formed Banking as a Service (BaaS) Association. The BaaS Association was recently established by The Bankers Helping Bankers (BHB) Association, a bankers-only social+platform for collaboration and education.

“We’re extremely excited to be one of the first banking institutions to join the Banking as a Service Association,” said Lineage Bank Chairman and CEO Kevin Herrington. “Though our membership, Lineage Bank will have increased access to educational resources and innovative technology that will help us deliver a better overall banking experience to our loyal customers.”

The BaaS Association was created to:

- Coordinate legislative and regulatory advocacy efforts to promote an environment for the responsible delivery of Banking-as-a-Service (BaaS) by federally-insured depository institutions.
- Promote best practices and standards for the delivery of BaaS to non-banks.
- Build a community of like-minded bankers and other industry participants to share experiences, insights, successes, and failures realized in BaaS endeavors.
- Connect federally-insured financial institutions to the fintech technology partners who will help them facilitate a successful BaaS program.

Regarding the establishment of The BaaS Association, Tanner Mayo, co-founder of BHB, said, “Bankers delivering BaaS are leaders in profitability and innovation. It is essential that banks getting into this space do so in a safe, sound, and regulatory compliant way. This association is intended to help them embrace the opportunities of BaaS, while proactively identifying and mitigating risks.”

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About Lineage Bank:

Lineage Bank is a multi-branch community bank located in Franklin, Tennessee. Lineage Bank is an Equal Housing Lender and Member FDIC. The bank’s focus is serving the banking needs of Williamson County, Carroll County, and the surrounding communities. Lineage Bank is part of the Lineage Financial Network, a bank holding company that empowers community banks with the technology and local customer focus to create a unique banking experience for customers. Lineage Financial Network is headquartered in Franklin, Tennessee.

About the Banking as a Service Association:



The BHB BaaS Association is a premiere governance association with the purpose of promoting, creating, and supporting Banking-as-a-Service (BaaS).