For Release

Date: March 14, 2024

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**CRA Partners Announces Rebrand**

**Memphis, TN** – CRA Partners, a subsidiary of the Independent Community Bankers of America (ICBA), has unveiled a new name and logo as part of a rebranding initiative. They will now be called ICBA CRA Solutions. The update better reflects the relationship with parent company ICBA, which recently underwent a brand refresh.

As CRA modernization is underway, the company’s expansion into new areas, including CRA training and education, CRA support services, and a peer group for CRA professionals (The CRA Collaborative) is well-described by the Solutions part of the name, as well as the tagline “Powering Community Reinvestment”. The organization will continue to offer programs that earn community banks CRA credit through support of their Senior Housing Crime Prevention Foundation, as it has done for over twenty years. Staff and ownership remain unchanged, and they will continue to serve the needs of community bankers with the dedication and quality those bankers have come to expect.

*“As community banks are adjusting to new CRA rules, these services are designed to respond to the changing needs of community banks. Our successful Senior CrimeStoppers program has served our communities well, and we will continue to protect America’s senior citizens against elder financial abuse and provide a secure experience in local retirement facilities.*

*CRA professionals will continue to need guidance, and we are poised and ready with expanded services in order to meet those needs. Our president, David Lenoir, is here to lead community banks to strong exam ratings, not just because CRA is a requirement, but because it benefits the members of your communities, nationwide.”*

G. Scott McComb  
Chairman, ICBA CRA Solutions  
Chairman & CEO, Heartland Bank

The ICBA CRA Solutions new web presence can be found at [icbacrasolutions.org](https://www.icba.org/cra), and inquiries regarding products and services can be directed to [crasolutions@icba.org](mailto:crasolutions@icba.org), or in person Mar. 14 - 17 at the ICBA LIVE Convention in Orlando, FL.

**ICBA CRA Solutions** provides CRA Education & Training, CRA Support Services, the CRA Collaborative Peer Group, and CRA qualified loans, investments, and grants. Since our inception in 2000, we have helped banks across the country earn meaningful CRA credit through elder financial abuse prevention programs—all with flexible funding options to make it simple for banks to get involved.

Website: [icbacrasolutions.org](https://www.icba.org/cra)  
Linked In: [@cra-solutions](https://www.linkedin.com/company/cra-solutions/) Twitter/X: [@CRA\_Solutions](https://twitter.com/CRA_Solutions) Facebook: [@CRA.Solutions](facebook.com/CRA.Solutions)