



Parkway Credit Union

Founded in 1947, PFCU has approximately 10,000 members throughout southeastern Michigan. Parkway offers a full range of financial services to member groups associated with some of the biggest names in the Detroit automobile industry.

Their Problem

When parkway's largest employer membership group opened a second plant at a distant location management at first felt members could still be served from their original facility. Unfortunately, they were wrong. The 25 mile distance began costing Parkway customers to other credit unions. The distance was just too far to cover over lunchtime for the old-timers, and new employees started looking for financial institutions closer to home. Parkway was faced with losing the entire employee group.

Our Solution

The building had to be done very quickly, at a low cost and look modern and substantial. Prices for site built construction were higher than budgets would allow and turn-around time was projected at a year or longer. Meanwhile, the membership base was eroding. Parkway turned to Whitley modular buildings and distributor Son Corporation and bought a facility that was constructed in less than 120 days and impressed customers and employees alike. It has curb appeal.

