



Western Alliance
Bank™

Member FDIC

CLIENT STORY

Company:

Hollenbeck Palms

Industry:

Retirement Community
Developer

Committed Customer Service Makes the Difference for Hollenbeck Palms

For Hollenbeck Palms, California's first licensed residential retirement community, taking exceptional care of their seniors is second nature. So when it was time to add a state-of-the-art nursing center and new memory-care facility, they pursued a private bond offering.

Western Alliance hit the mark for its competitive products, but it thoroughly impressed when it came to customer service. "We had no idea we could be treated this well and so competently by so many people," said President and Chief Executive Officer Bill Heideman.

WHAT OUR CLIENTS SAY



Sometimes in dealing with companies that want your business, it's just fluff. But these folks are for real."

Bill Heideman, Chief Executive Officer
Hollenbeck Palms