

One of Seattle's oldest credit unions has a new name Bizjournals.com

September 18, 2017 — Seattle Metropolitan Credit Union changed its name to Seattle Credit Union on Monday.

It's part of a rebranding to serve low-income and immigrant Seattle residents. The idea behind the the 84-year-old institution's name change is to make it easier for to say and recall.

Low-income and immigrant populations are often targeted by predatory lenders. Seattle Credit Union helps those customers rebuild credit and, for those who have bad credit or no credit, find alternative ways to verify payment.

The credit union also offers loans to help immigrants and refugees complete the last step to citizenship through a partnership with the city of Seattle.

Washington's immigrant population has more than doubled in the past 20 years. More than one in eight people in the state — or 14 percent of the population — was born outside the U.S.

Ashley Stewart covers technology and finance for the Puget Sound Business Journal.