



## **KS TRUST AND WEALTH MANAGEMENT REBRANDS AS KESTREL WEALTH MANAGEMENT, A DIVISION OF KS BANK, INC.**

(Smithfield, NC) – Kestrel Wealth Management, formerly known as KS Trust and Wealth Management, is proud to announce their comprehensive rebrand as they grow in the financial services sector. The company remains a division of KS Bank.

The rebrand allows them to distinguish their services and expand their reach into new markets, while ensuring the same exceptional service and dedication to their clients. “The name Kestrel was thoughtfully chosen to reflect our core approach: clarity, vision, and a strategic outlook in navigating complex financial landscapes. Like the Kestrel falcon, we aim to offer perspective and precision in helping clients plan for the future,” said Roger Thomas, Chief Wealth Officer with KS Bank.

While the name and brand are evolving, the core values, expertise, and personalized approach their clients have come to trust remain unchanged. Kestrel’s team of dedicated professionals will continue to provide the same high-quality services and innovative financial solutions that help their clients achieve their long-term financial goals.

“Kestrel Wealth Management aims to create a more distinct presence in the wealth management industry, offering a wide range of services to both new and existing clients. We are excited about this new chapter for our trust and wealth team and we look forward to continuing to help our clients navigate their financial journeys with confidence and expertise,” shared Earl W. Worley, Jr., President/CEO of KS Bank.

**About KS Bank:** For over 100 years KS Bank has served the Triangle East region of North Carolina. KS Bank, a state-chartered savings bank, is a community-oriented financial institution offering a broad array of competitive and pro-growth financial services to businesses, professionals, individuals, and families. KS Bank offers retail and commercial lending and deposit services, mortgage products, and wealth management services through its Trust Division, Kestrel Wealth Management. KS Bank corporate office is located in Smithfield, NC and operates eleven financial centers in Harnett, Johnston, Nash, Wake, Wilson, and Wayne Counties. To learn more about KS Bank call 919.938.3101, visit [ksbankinc.com](http://ksbankinc.com), or connect with them on Facebook and LinkedIn. Kestrel Wealth Management can be found at [www.kestrelwm.com](http://www.kestrelwm.com) and Facebook and LinkedIn.