

# Liberty Bank of New Jersey Wins Government Deposits from Day One Using NBID's Reciprocal Network

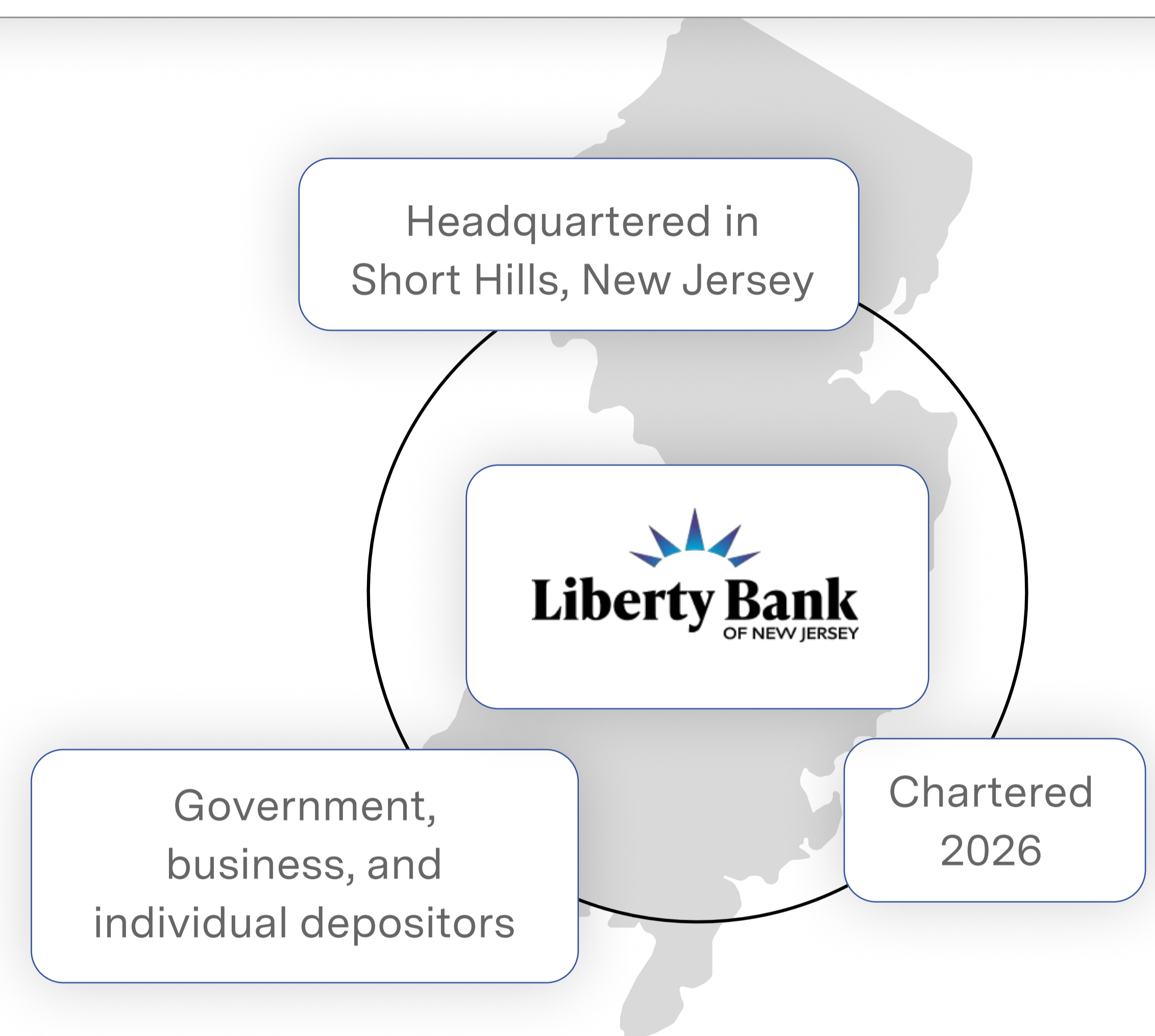
Secured government deposits within the first few months of operation, **made possible by NBID's reciprocal network**

Onboarding was **simple, fast, and easy with no complex technical lift required**

Alternative to a 100% collateralization preference on government deposits, **freeing capital to lend and grow**

## About Liberty Bank of New Jersey

Liberty Bank of New Jersey was founded in 2026 and is headquartered in Short Hills, New Jersey. The bank launched with a clear mission: to serve the businesses and communities of the Garden State that have been left behind by larger banks who have shifted their focus away from New Jersey. As a newly chartered bank, Liberty Bank of New Jersey joined the NBID network on day one to access the deposit infrastructure needed to serve government depositors and high-balance clients immediately.



## The Challenge

New Jersey has gone from 134 community banks twenty years ago to fewer than 50 today. Consolidation has pulled large regional players away from the communities they once served, creating an opening for a bank fully committed to the Garden State.

However, launching a de novo bank means competing from the first day against institutions with decades of established relationships, technology infrastructure, and government deposit networks. For Liberty Bank of New Jersey, winning government depositors early was critical. New Jersey regulators look for newer banks to collateralize 100% of government deposits and for a newly chartered bank still building its balance sheet, that preference ties up the very capital needed to lend, invest, and grow.



**It wasn't only the technology. The price was right, certainly, but the team is passionate about what they do. When you're a new bank and you have to triage everything, however, we never had to worry about our NBID onboarding because the process was simple, fast, and easy.**

*Ryan Peene, Senior Executive Vice President/Chief Operating Officer, Liberty Bank of New Jersey*

## Who Liberty Bank of New Jersey Serves with NBID

With billions in deposits held at New Jersey banks, there's a sentiment in the marketplace that New Jersey business and government entities have been underserved by banks that have simply gotten too big to focus on them. With NBID, Liberty Bank of New Jersey can serve both audiences: government depositors who need insurance coverage above standard limits, and commercial clients with high balances who expect the same.

## The Solution

### Balance sheet flexibility from day one

*Through NBID's reciprocal deposit network, government depositors can access aggregate FDIC insurance coverage through network institutions, reducing or eliminating the need for Liberty Bank of New Jersey to pledge collateral against those relationships. Deposits that would have been out of reach for a newly chartered bank became a core part of Liberty Bank of New Jersey's early deposit base, giving the bank the balance sheet flexibility to lend, invest, and grow.*

### Modern technology, no integration required

*Liberty Bank of New Jersey was built on modern infrastructure from day one, and NBID fit that standard. The platform is clean and intuitive for both bank staff and depositors. With so much else to stand up, Liberty Bank of New Jersey needed technology and partners that worked without adding operational burden.*

### Support and onboarding

*Working with limited bandwidth and no margin for error, Liberty Bank of New Jersey needed a partner that was responsive when questions came up. Joseph Murphy, CFO, remarked **"I don't think we waited more than five minutes for an email back."***

## Results

Without NBID, Liberty Bank of New Jersey would not have been able to hold its government deposit relationships and grow the bank to where it is today. With NBID, those deposits became the foundation of Liberty Bank of New Jersey's early balance sheet rather than a liability. For a bank four months old and competing against institutions with decades of history, that is a critical advantage needed.

**You need to compete from day one, and NBID gives us those tools to compete, especially on the government side and for large balances.**

**We have technology that's from 2026, not 1996. NBID's sleek look and easy use is both beneficial to customers and the back office at the bank.**

*Ryan Peene, Senior Executive Vice President/Chief Operating Officer, Liberty Bank of New Jersey*

Learn more about how you can start growing with NBID today

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