

Northwest Federal Credit Union Partners With InvestiFi to Bring Embedded Investing to Members

New partnership gives Northwest members the opportunity to invest directly from their accounts through InvestiFi's integrated digital investing platform

HERNDON, VA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Northwest Federal Credit Union (Northwest) has partnered with InvestiFi, a leading provider of digital investment solutions for credit unions and community banks, to deliver integrated digital investing to its more than 280,000 members nationwide. InvestiFi's award-winning InvestTech solution will be embedded within Northwest's existing online and mobile banking platforms, giving members the opportunity to invest directly from their accounts within an environment they already know and trust.



Through the partnership, Northwest members can utilize digital investing solutions tailored to their needs, including self-directed investing in securities and Guided Investing with personalized recommendations. Additional investment capabilities such as cryptocurrency will roll out in future phases. Members will also have access to InvestiFi's financial education resources to build investing knowledge and support informed decision-making.

"More of our members are asking how to start investing, but many are unsure where to begin," said Jeff Bentley, President & CEO at Northwest. "By integrating investing into Northwest's digital banking, we are making it easier for members to start investing within the trusted platform they already use every day. Our mission has always been to support our members through every stage of their financial journey, and this partnership with InvestiFi is a natural extension of that

commitment to deliver the best service through a more connected banking and investing experience.”

Amid the rapidly expanding investment landscape, Northwest sees a clear opportunity to help members manage more of their financial lives in one connected experience. Recent research by [Cornerstone Advisors](#), commissioned by InvestiFi, shows that 75% of zillennials (Gen Z and millennials combined) expressed interest in investing directly from their checking account, which underscores the strong demand for this kind of solution. By pairing this new InvestFi partnership with the growing interest among younger consumers and substantial investable balances held by Gen X and baby boomers, Northwest is well-positioned to support those moving from saving to investing.

“Northwest Federal Credit Union has a long history of putting its members first, and we're excited to partner with an institution that continues to invest in the future of member experience,” said Kian Sarreshteh, CEO of InvestiFi. “Digital banking isn't about offering more standalone products — it's about creating a connected financial ecosystem where members can manage more of their financial lives in one place. We're proud to help Northwest deliver that experience while reinforcing the value credit unions bring to the communities they serve.”

As member expectations continue to evolve, Northwest sees embedded investing as an important next step in meeting members where they are at and empowering strong financial habits through a cohesive digital experience. Through InvestiFi's commitment to bringing investing closer to everyday banking, Northwest is expanding the ways members can build confidence, grow wealth, and engage more fully with their financial lives.

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About Northwest Federal Credit Union

Northwest Federal Credit Union (Northwest) is a leading financial institution dedicated to providing a comprehensive range of banking and financial services to its more than 280,000 members in Virginia, Maryland, and D.C. and beyond. Established in 1947 with a focus on personalized customer service and trust, Northwest offers a variety of products, including savings and checking accounts, loans, mortgages, and investment options. As a member-owned, non-profit organization, Northwest not only strives to enhance the financial well-being of its members nationwide but is also integrally involved with supporting the local community through various outreach initiatives and strategic partnerships. Northwest is the Official Credit Union of the Washington Commanders and naming rights sponsor for the team's Northwest Stadium. For more information about Northwest Federal Credit Union, visit nwfcu.org.

Federally insured by NCUA. Equal Housing Lender. Investments are not federally insured, are not obligations of or guaranteed by the credit union, and involve investment risk, including the potential loss of value.

About InvestiFi

InvestiFi, Inc. is the award-winning InvestTech Platform designed to allow for trading to and from deposit accounts, enabling credit unions and community banks to retain more assets and attract new account holders. Through its exclusive funds flow and user-friendly interface, InvestiFi empowers every credit union and community bank to provide their account holders with the ability to navigate the complexities of financial markets with ease from within their current online banking experience. At the heart of InvestiFi's mission is the goal of democratizing investing and supporting community financial institutions, ensuring that wealth-building opportunities are accessible to everyone. To learn more visit investifi.com.

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