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Restoring Access, Rebuilding Trust: FSI Helps American Savings Bank Return to Lahaina After Devastating Wildfire

When the August 2023 wildfire swept through Lahaina, it left a trail of destruction – approximately \$5.5 billion in damages, according to [U.S. Fire Administration](#) – that extended far beyond homes and businesses. It disrupted daily life and access to essential services, including banking.

For American Savings Bank, the loss of its Lahaina branch meant customers had to travel across the island just to complete basic financial tasks such as opening an account, making a deposit or withdrawal and solving a problem with a face-to-face interaction.

To restore critical banking access and help bring a sense of normalcy back to the community, American Savings Bank turned to a trusted partner – Financial Supermarkets, Inc. (FSI).

A History of Partnership and Performance

FSI's relationship with American Savings Bank stretches back to the early 2000s, when FSI worked with the bank and Walmart to build several in-store branches as the retail giant was expanding its footprint in the islands. Over the years, FSI supported the bank's continued growth with training services before the partnership paused under a leadership change.

Fast-forward to 2023, and a new opportunity emerged from an old connection. The bank's leadership, familiar with FSI's successful work for Welby Credit Union in Houston, re-engaged FSI to handle an important project – the rebuild of the Lahaina branch.

Modular Thinking Meets Urgent Needs

The Lahaina project presented unique challenges: rebuilding a fully functional bank branch inside the Cannery Mall – Maui's only enclosed shopping center - using a modular kiosk format

quickly, and with limited permitting. With material and labor shortages still affecting the islands, time was of the essence.

The bank signed off on the new design in December 2024 and construction of the branch unit started in January at FSI's headquarters in Georgia.

FSI's advantage came from its design-build model, which leverages an exclusive partnership with a licensed general contractor and architect able to operate in all 50 states. This model allows FSI to move swiftly through red tape and accelerate project timelines, a critical element of this project.

For Lahaina, FSI pre-installed conduit in the kiosk walls, allowing for a rapid, clean installation. The finished unit was shipped by container and fully installed in just 10 days, an impressive turnaround for a modular branch.

While most projects of this kind take three to four weeks, FSI's speed and precision proved critical to reopening the branch in under six months from contract to completion. The installation started on March 21, 2025, and the branch was turned over to the bank on March 28 for finishing.

The new branch, one of 36 locations American Savings Bank operates across five islands, features two teller windows, a private consultation space and two full-service ATMs. A ribbon-cutting ceremony was held in early May 2025.

Community Banking That Matters

The rebuilt Lahaina branch is more than just a place to bank; it's a symbol of resilience and recovery. After nearly 17 months without access to local banking, residents now have a familiar, trusted financial partner back in their neighborhood.

Ann Teranishi, president and CEO at American Savings Bank said the bank's goal was to reopen in a convenient and accessible location that would allow it to better serve its Lahaina customers and the community at large.

To further cement the American Savings commitment to the community, the bank presented a \$10,000 donation to Maui Economic Opportunity in support of the island's ongoing wildfire recovery efforts. The donation expanded on the bank's continued support, which has totaled more than \$550,000 in recovery contributions.

The urgency was also fueled by local competition. Another financial institution had reopened in the same mall, and American Savings Bank was determined not to fall behind in supporting its customers. In Hawaii, where freestanding branches are rare due to high land costs, storefront and mall-based banking locations are the norm and essential.

This project marks FSI's third Hawaiian project for American Savings and its second mall branch in the state. With deep experience building bank branches in supermarkets, hospitals, universities, and even industrial facilities across the United States, FSI understands what community banking means to Hawaii's residents and businesses.

"We're grateful to have American Savings Bank back in Lahaina," said Maui County Mayor Richard Bissen. "Their continued presence and support, including their contribution to Maui Economic Opportunity, reflect their ongoing commitment to our community as we move forward in recovery together."

More Than a Project - A Purpose

"For FSI, this wasn't just a job, it was a chance to help a community rebuild something vital," said Roy Bell, CEO of FSI. "Getting this branch back up and running meant restoring part of daily life for people who had lost so much. We're proud to have played a role in bringing that sense of normalcy back."

As American Savings Bank resumes full operations in Lahaina, FSI remains committed to empowering local financial institutions with the speed, flexibility, and experience to serve their communities especially when it matters most.

About Financial Supermarkets, Inc.

Financial Supermarkets, Inc. is the leading provider of attractive, functional, and professionally designed in-store, on-site, and storefront financial centers. Financial institutions of all sizes partner with FSI to efficiently expand their branch network while maximizing touch-points with their customers/members. With a commitment to excellence and customer satisfaction, FSI has been a cornerstone in the industry for over 40 years. For more information, please visit www.supermarketbank.com.

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