

Wodi turns neighborhood shop into a lifeline

Learn how an agent banker boosted his income and community

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Background

Like many underserved urban communities, the Bronx is full of hardworking, resilient diaspora families. Yet many of them face major financial barriers. With the help of local business owners like Aly, that's all starting to change.



Challenge

If you walk down Sherman Avenue in the Bronx, a familiar story starts to unfold. Banks are hard to find. Payday loan stores and check-cashing services are everywhere. And there's the all-too-familiar yellow glow of Western Union signs.

At first glance, it might seem like financial services are readily available. But for residents, something as simple as **depositing or withdrawing money is a daily struggle — here's why:**

- Banks open late and close early, making it difficult for working individuals to visit.
- Long bank lines and distrustful bankers make every visit feel like a hassle, not a service.
- Predatory services fill the gap, charging up to 15% in fees, slowly draining their already tight budgets.

They also have to worry about where their money ends up when they send it to relatives overseas. Instead of covering groceries, rent, or medical care, it's often misused or lost.

For decades, this challenging reality has robbed residents in the Bronx of their time, money, and peace of mind.

Solution

For Aly, a Bronx store owner, it was heartbreaking to see his neighbors and friends struggling to access basic financial services. And he wanted to do something to help. That's when he discovered Wodi — a revolutionary new banking platform that could quickly transform his store into a trusted community banking hub and earn him a steady extra income.

He learned that becoming an agent banker for Wodi was easy and it wouldn't complicate his current operations. Plus, it would give him the opportunity to:

- **Increase foot traffic** and attract loyal customers to his store
- **Earn commissions** from every deposit, transfer, and payment he processed
- **Become a neighborhood hero** by providing his community with a trusted alternative to the broken financial system

Before the Wodi sales rep could even finish their presentation, Aly signed up as a Wodi agent banker. Within minutes, the store owner across from Aly's shop signed up as well.

Results

Since becoming an agent banker, Aly has helped improve the lives of people in his community. Residents are no longer held back by limited banking hours, long lines, or steep fees. Instead, they walk into Aly's shop knowing they'll get respectful, efficient service from someone who understands their needs. As a result, Aly has:

- **Boosted his income** with a new, dependable income stream
- **Attracted new and repeat customers**, as people frequently stop in for financial services and stay to get a haircut or shop for groceries and other essentials
- **Empowered his community** by offering accessible, affordable, and convenient financial services right at his shop counter

Wodi has also opened the door to financial freedom for his customers, allowing them to:

- **Reload funds onto any debit card worldwide**
- **Deposit and withdraw cash** from bank accounts or mobile wallets
- **Send money globally** for a low fee to help support their families abroad
- **Instantly pay bills** directly to verified institutions in the U.S. and overseas

Thanks to Wodi, Aly's store isn't just growing. It's thriving. He's even preparing to expand his business and open a bigger store — one that will serve more families in his community.

Become an agent banker today:

- Visit wodimoney.com/app
- Call +1.929.515.4111
- Scan QR code here

