

Spring 2018

In FOCUS

A quarterly newsletter for members of FOCUS Credit Union

Another Successful Annual Meeting

Thank you to everyone who was able to attend the 54th Annual Meeting for FOCUS CU.

As always it was a huge success because of the support of our members. Over 125 members and guests attended the event to help support and stay active in the credit union. 2017 was a busy year for the credit union, and 2018 has started the same.

FOCUS Credit Union members re-elected directors **Rob Vergeer** and **Amy Barron**, along with confirming **Terisa Folaron** and **Logan Wedel** as our newest Directors. The time and talent that each of our directors share with the credit union is greatly appreciated. The volunteer board of directors is one way that makes us a unique financial services provider to our community.

For all who were unable to make it, we look forward to seeing you next year!

We Have Two Different Kinds of Checking Accounts, Designed to Fit Your Needs.

Regular Checking: This account requires just a \$25 minimum balance, but you are able to earn dividends

Green Checking: This account has no minimum balance, but all dividends will be donated to a local charity. This account also requires getting e-statements in order to help lessen our member's carbon footprint.

With both of our checking accounts, our members are able to get **Debit Cards** and use our **Bill Pay** through our **It's Me 247 Online Banking**.

Making Online Banking More Secure!

With the banking world becoming more electronic, there have been a few changes to our Mobile App in **order to make our members feel more secure and comfortable** using our FREE features!

We now have added more security!

For your convenience, you can now use to following get into your mobile app!

- Your thumb print
- Your PIN
- Your voice
- Your facial recognition

Members also have the ability to send funds directly to another institution or another individual.

Get the Most Up-To-Date Version of Our Mobile Banking App!

With this upgrade, you can transfer money between other institutions and your FOCUS account, as well as DEPOSIT CHECKS using your Smartphone! You should see a small paper airplane icon at the bottom of the screen before logging in with your username.



As always, if you have any questions about our mobile app or online banking features or accessibility, **please call 262-255-0833** and we would be **more than happy to get you set up and on your way to more convenient banking!**

Corner Office

Fresh out of college, way back in the day, my first job was with Ford Credit in both Canada and the United States. Seemed like a great place to start to learn how automobile financing was run and how the relationships between dealer and customer were structured. **As a 21 year old kid I learned some very valuable lessons which are still in play today at most automotive dealerships.**

Sunk costs are the key aspect of a good sales person's repertoire. Essentially the sales person's job is to try and make you spend as much time as possible at the dealership. Whether it is haggling over price, agreeing to extended warranties, dent shields, scotch guarding fabrics they need to take up as much of your time as possible. Then when it is time to finalize the deal and it isn't exactly the price you want or loan terms you like it becomes hard for most people to walk away from 3 hours of work and face the prospect of a new three hours at the next dealership.

Sales people are taught to sell payments, find out what the customer wants to hear and then find a way to deliver that payment. So often a member states they can afford a \$300 payment and the salesman and finance manager go to work while you are out on your test drive. Congratulations, you are approved for credit and we can get your payment at \$302 for your dream car! Sounds too good to be true? Well it is, because when you go to sign the loan paperwork with the finance manager you will find out you are agreeing to sign a 96 month (8 year) contract on a used Hyundai. This means you will spend almost double in finance charges as you would have on a 60 month contract.

Getting a pre-approval or a loan from the credit union that is responsible to offer our members the best options for them is how we can protect our member owners. Remember You OWN the place and it's our job to help you through



Get pre-approval for a vehicle loan or get your vehicle loan from your credit union, FOCUS Credit Union.

Remember, we offer other loans with great interest rates: Vehicle Loans • Recreational Vehicle Loans • Second Mortgages/Home Equity Loans • Personal Loans • Student Loans

Limited-time offer. Long-time satisfaction.

Our enticing offer makes it easy to love your next ride.

 **car sales**



April 1 – June 30, 2018

Receive
.25% off
the current rate¹

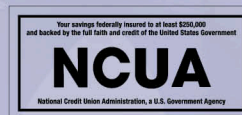
When you finance an Enterprise vehicle with Focus Credit Union.

Visit cuautodeals.com and contact your credit union to get pre-approved today

FOCUS
Credit Union

¹: APR—Annual Percentage Rate. 25% off current rates. Current rate will vary based on credit worthiness & terms. Financing for qualified Focus Credit Union members. Offer valid only on Enterprise Car Sales vehicles purchased 04/01/18–06/30/2018. No cash advances. Offer cannot be combined. Not valid on previous purchases. Used vehicles were previously part of the Enterprise rental fleet &/or an affiliated company's lease fleet or purchased by Enterprise from sources including auto auctions, customer trade-in or from other sources, with a possible previous use including rental, lease, transportation network company or other use. Photo for illustration only. The "e" logo & Enterprise are trademarks of Enterprise Holdings, Inc. All other trademarks are the property of their respective owners. © 2018 Enterprise Car Sales.

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Credit Union
You OWN the place!



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Wauwatosa Branch

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In FOCUS News is published quarterly for members of FOCUS Credit Union. This publication is to inform members and prospective members of our product offerings, to educate members on money matters, and to keep them abreast of the pertinent information regarding FOCUS Credit Union.