

SAFE HARBOR

OPEN YOUR EYES TO A CREDIT UNION.

Ask how to get
CASH BACK
on what you
ACTUALLY BUY.

4.00%

CASH BACK on everyday debit card purchases if qualifications are met*

Free Kasasa® checking includes:

- Cash back on everyday debit card purchases
- No category restrictions, like gas or groceries
- Refunds on ATM withdrawal fees, nationwide*

Kasasa and Kasasa Cash Back are trademarks of Kasasa, LLC, registered in the U.S.A.

Safe Harbor
CREDIT UNION

Ask for **free KASASA checking**

Federally Insured by NCUA

FREE Kasasa Checking Accounts-Offered at Safe Harbor

It’s how we thank you for banking here.

Haven’t heard of our free Kasasa Checking accounts yet? Kasasa is a checking account that we offer here at Safe Harbor that pays you for banking with us! We offer several different Kasasa accounts, that all pay you cash back! We just ask a few qualifications to receive your Kasasa reward,

- Have at least 12 debit card transactions
- Be enrolled in and agree to receive e-statements
- Be enrolled in and log into online banking

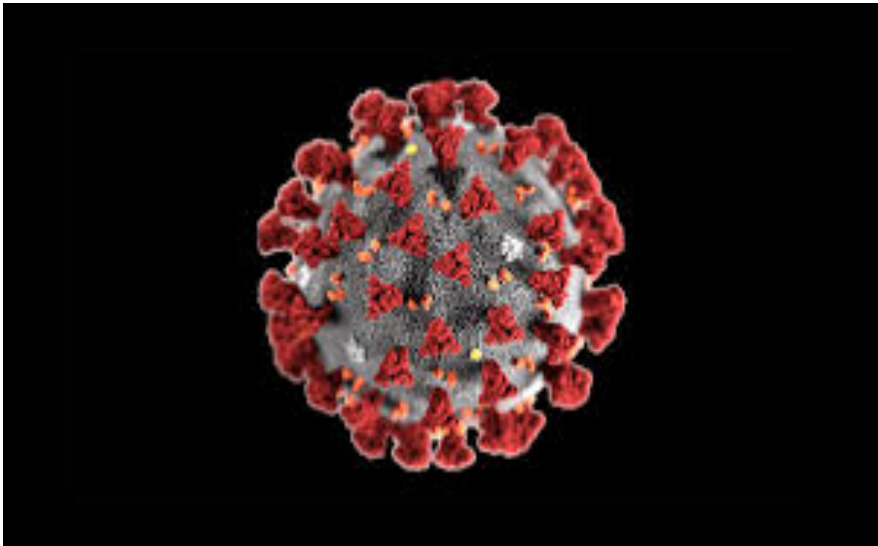
What the Fed cutting Interest Rates to zero means for you.

You may have seen multiple headlines throughout the month of March that used key words such as, “rate cut” or “interest rates to 0%” after the Federal Reserve, in an emergency move, lowered the federal funds rate in response to the growing threat from the COVID-19 pandemic. So, what does this rate cut mean? The federal fund rate is what banks charge one another for short-term borrowing, not the rate that consumers pay. With that said, the Fed cut will still have an effect on the borrowing and savings rates they see every day at their local financial institution. There is a direct connection with the federal funds rate and the prime rate which is used as the index on different types of loans. Consumers who have a variable rate on their credit card or home equity loan could see a reduction in their annual percentage yield within the next few billing cycles. With the most recent rate cuts, the prime rate is now down to 3.25%. Financial institutions may try to protect themselves in a falling rate environment like we are in today by setting a floor, so regardless of how low the prime rate gets, some institutions may set a floor at 4%. What does this rate cut mean for long-term fixed rate mortgages? Different factors such as the economy, the Fed’s different policies, and inflation can have some influence over long-term fixed rate mortgages that are tied to yields on U.S. Treasury notes. It is not uncommon to see these rates fluctuate weekly, monthly, and in today’s market even multiple times a day

With the 30-year fixed rate hovering around 3.125%-3.25% mortgage rates are already substantially lower since the end of 2019 so if you bought a house sometime last year, you may want to consider refinancing at a lower rate. For those that are looking to purchase a new or used car in 2020, the rate cut will likely have little effect on what you pay. Auto rates are already relatively low, according to Edmunds.com the average interest rate on auto loans are 5.7% unless you use manufacturing financing which is 34% below average. Although the average auto rate is at 5.7% it may not be uncommon to find some manufacturers offering 0% for 84 months to try to increase traffic in their showrooms (be aware they may try to make up for that 0% by keeping the sticker price above blue book value so do your research and don’t over spend even if manufacturer is offering 0% interest). Unfortunately, with some loan rates dropping, that also means the rates you see on your savings, certificate of deposits, and money market accounts will also be dropping. Although Safe Harbor Credit Union has had to lower some of our deposit rates recently, we still have our Kasasa rewards checking account that is quickly becoming the area’s most popular checking account.

FIVE WAYS TO PREVENT THE SPREAD OF COVID-19

- *WASH YOUR HANDS THOROUGHLY*
- *COUGH INTO YOUR ELBOW*
- *DONT TOUCH YOUR EYES OR FACE*
- *STAY AT LEAST 6FT APART*
- *IF YOU FEEL SICK, STAY HOME !*



1st Quarter Community Happenings

BUSINESS AFTER HOURS - JANUARY



Safe Harbor team bonding at the Red Door.



A few of our Credit Union team members at Lending/Marketing Conference in March.

COVID-19 Updates

SAFE HARBOR CREDIT UNION TEMPORARILY SHUTS DOWN LOBBY

What a time we are living in. Never in a million years would we have guessed we would be living in a “stay at home” mandate given by our governor.

We at Safe Harbor believe it’s better to be proactive instead of reactive. We shut our lobby down and began operating a little differently than our members and staff are accustom.

We are still reporting to work every day, but members are only able to access staff via the telephone, e-mail, and drive thru. We have cut down on person to person interactions for the safety of our team and members.

This doesn’t mean we aren’t accessible! We are still here for our members. We are working tirelessly answering questions and concerns coming in via telephone, e-mail and through our drive thru.

Drive Thru Hours:

- Monday – Thursday: 8:30am – 5:00pm
- Friday: 8:30am – 6:00pm
- Saturday: 8:30am – 12:00pm

Member Service Phone Lines:

- Monday – Friday: 9:00am – 5:00pm

1st Quarter WE CU winner.

Each quarter of the year we draw for a winner of We CU, which is something we have so much fun with. We CU is a drawing you can enter at our credit union, being a member or not does not matter. You can enter just by walking into our credit union and asking anyone of our amazing staff members how to enter. You would fill out an entry form, and from there we would give you a Safe Harbor sticker to put on any window of your car. When any member of our staff sees the sticker on your car you will get an EXTRA entry. Enter at our credit union today, for a chance to win \$200!



Annual Meeting 2020

Safe Harbor Credit Union’s 68th Annual Meeting has been postponed due to the COVID-19 outbreak. We are hoping to schedule this meeting towards the end of summer or beginning of fall for our membership.

We were and still are excited to talk about the success of 2019 for Safe Harbor Credit Union. Our members should be proud of their credit union and the differences we are making every day in our members financial lives.

Just like everyone, we continue to monitor the COVID-19 developments daily so we are able to develop a new plan for our 2020 Annual Meeting.



Five Ways to Increase your Credit Score.

If your credit history is not where you want it to be, you're not alone! Improving your credit scores takes time, but the sooner you address the issues that might be dragging them down, the faster your credit scores will go up. Focusing on the following actions will help your credit scores improve over time.

1. Pay Your Bills on Time
2. Pay off Debt and Keep Balances Low on Credit Cards and Other Revolving Credit
3. Apply for and Open New Credit Accounts Only as needed
4. Don't Close Unused Credit Cards
5. Don't Apply for Too Much New Credit, Resulting in Multiple Inquiries

A good credit score can open doors for you. From helping you qualify for the best interest rates and terms when you borrow money to influencing how much you pay for life insurance. Considering how important credit scores are to your overall financial well-being, it's wise to do everything you can to ensure yours are as good as possible!

Our Financial Relief Program-for hard times

- **No fee auto/personal loan skip-a-payment-** We are offering a skip-a-payment program. Eligible loans include auto, ATV, and personal loans.
- **No fee Credit Card Skip-A-Payment** – to accommodate our members, all Safe Harbor Credit cards are eligible for skip payment at NO CHARGE.
- **Here 2 Help Loan** – Were rolling out a personal loan special, with a competitive interest rate. Great for members who need help paying rent, auto loans, or help with grocery expenses.
- **Mortgage Payment Relief** - To help our affected members in this time of need, if your mortgage or home equity loan is through Safe Harbor Credit Union you may be eligible for payment relief solutions.



These relief programs are for those effected by COVID-19, who may be experiencing financial hardships. These are for a limited time only. Please give us a call with any questions you may have @ 231-843-2323. We are here to help!

Words from the CEO-Adam Johnson

Standing Out in Today's Financial Services Landscape.

When the average household in the United States uses up to five financial service providers and 63% of consumers say they would consider using a FinTech for their financial services, how does a growing community financial institution differentiate itself from all the competition?

Just because every family has to manage their finances it doesn't mean that customers are one-size-fits-all, each family or consumer has different product and service needs that will help them reach their financial goals. Managing one's finances takes a great deal of time and effort so more and more consumers are looking for a more simplistic way to bank.

How did you decide to be a member at Dow Ludington Employees Credit Union or Safe Harbor Credit Union? Chances are you either worked at Dow Chemical, were related to someone who worked at Dow Chemical, or if you became a member more recently, maybe it was because you knew one of the employees and felt comfortable working with that person. In this day and age, it's not uncommon for a household to have a checking account some place, their mortgage loan at another, and your car loan at some bank your local car dealer signed you up with that is three states away. What drives a household to use multiple financial institutions for their financial needs? Consumers will choose to have multiple relationships with different financial institutions if they feel it will simplify their finances. If an institution fails to make a basic task simple for them then the consumer will move on until they find something that works for them. Another key factor in how households choose a financial institution is if they receive any type of incentive for banking with them. In a recent survey 81% of respondents expected to receive some kind of incentive from their bank or credit union. There are hundreds of different incentive programs out there, but we feel our free rewards checking options here at SHCU are easily the top dog in this market but also very attractive compared to checking accounts across the country.

It definitely can be challenging here at Safe Harbor Credit Union to differentiate ourselves from the crowded competition, whether it's the bank down the street from us or the multiple FinTech's that flood the internet. We strive to give the local community the personal touch that people still look for but also make it easy to use our services even if you are across the country. With our mobile banking application, **5,600+ credit union branches** around the country where you can visit to access your SHCU accounts from a teller window as if you are using our lobby here in Ludington, also giving you free access to **30,000 ATMs** at other credit union branches around the country, Safe Harbor Credit Union makes it so easy for you to manage your money.



Safe Harbor Credit Union gives you that hometown feel touch where you can walk into our Ludington location and sit across the table or counter and see a familiar face but also give you access to a nationwide branching system that no local institution can even come close to. We have also made it much easier for you to handle almost all of your banking from the comforts of your home by improving our online banking or mobile application (stop in and we would love to give you a quick demo on how to use our mobile banking app). We understand in this day and age, we won't be your only financial service provider, but our goal is to be your preferred financial provider. We hope our local, personal experience gets you in the door but with our products or services that allows you to bank with us no matter where you are in the world, that you look to us to be your primary financial institution.

