



Update

OWNER'S

Spring/Summer 2010

Time To Take A Look At Your Credit Cards

Aren't you just sick of it? Congress passes a new law to make credit card issuers more responsible, so what do many issuers do before the law kicks in?

- ✓ They raise their interest rates to unreasonable levels.
- ✓ They raise fees or create new ones.
- ✓ And some even charge fees if you don't use the card enough.

It reminds us of newscaster Howard Beale from the movie *Network* saying: "I'm mad as h*** and not going to take it anymore."

And consumer backlash has surfaced all over the country, spurred by various newscasts and finance experts telling the public they don't have to take it anymore!

Look, the intent of the new law is to put some fairness into the process. With 80% of all families having a credit card, Americans are paying around \$15 billion in penalty fees alone, and Congress just got fed up with all the tricks some issuers were playing.

It's Hard To Build A Branch In Winter!

It's been a frustrating winter for everyone — especially when it comes to trying to build a new branch office.

Your Arrowhead branch progress has been, well — slow, and our hoped for opening in March now looks more like May. There's just been too much snow to deal with when it comes to finishing the exterior of the building.

So with all the changes the new law addresses, now is the perfect time to take a look at your credit card and see if it still serves you well.

Now we know that a majority of you don't have a Sioux Falls Federal Visa credit card — but we're willing to bet that if you do a comparison you might just want to switch! So ask yourself:

- Q: Does my current card offer a fair rate?
- Q: Is there a maximum rate that can be charged?
- Q: Is there an annual fee and how much is it?
- Q: What about fees and penalty rates?

The new law doesn't eliminate these things — it just governs them, so you should carefully review all the terms and conditions that come with your credit card.

Finally, ask yourself about cardholder service. Did you know that with a Sioux Falls Federal Visa credit card you can rely on the staff you know and deal with every day to provide you local cardholder assistance?

And if certain exterior elements aren't done, it can and does delay the interior as well.

At this point, we appear to be in pretty good shape inside, but even when we open you won't see exterior treatments like landscaping until the summer.

Be assured that when we do open, we'll be ready to serve your needs at that location for many years to come.

For over twenty years now, your credit union has offered fair rates, reasonable fees and honest value in our Visa credit cards, and members just like you are starting to notice by switching.

Go to our web site and view our card disclosure. Ask our staff to help you compare. You see, credit unions have always offered consumers a fair deal, and you don't have to take it anymore!



Check Out What's Inside:

- ✓ Low mortgage rates = opportunity to save
- ✓ Great Rates/Great advice
- ✓ Scholarship announced
- ✓ Annual Meeting Notice
- ✓ Holiday Closings
- ✓ Statistical update

Time To Take Advantage Of Low Mortgage Rates

Because of the current economic conditions, there may never be a better time to take a look at your current mortgage and consider refinancing it.

So how low are mortgage rates these days? Here are some examples from mid-March:

30 years - 4.875%

15 years - 4.25%

10 years - 3.875%

If your mortgage rate is higher than those above, here's our pitch to check with our mortgage department to see if refinancing is in your best interest.

Here are just a few benefits we can offer on your next mortgage loan:

Lower fees — While most lenders charge a 1% loan origination fee, ours is 3/4%, which can save you hundreds of dollars right away.

Local decisions — Our experienced mortgage staff will meet with you, take your application and make a decision without the need to consult with a home office six states away! You'll deal face-to-face with people you know and get a quick answer.

Selection — Don't assume that the big banks have a bigger selection of

loan products to offer you, because they don't. Whatever your needs are, we have a mortgage loan to fit them.

Service — Ask members who have financed their mortgages with Sioux Falls Federal and you'll learn that we take care of our borrowers from start to finish, answering all your questions and keeping you informed.

So give our staff a call today and we'll help you decide if refinancing your current mortgage makes sense for you.

Look To Equity Loans As A Low-Cost Borrowing Option

Many consumers have found that an equity loan can be an excellent way to borrow. If your home is worth more than your mortgage balance, we have options:

Choose our closed-end, fixed rate home equity loan for a one-time cash payout. It's a great way to pay off debt, make home improvements or even to buy a new vehicle.

Choose our open-end, variable rate home equity line of credit for the flexibility to obtain cash when you need it for ongoing expenses like college tuition or for multiple home improvement projects. Your line of credit won't cost you anything until you actually draw on it, because we don't charge annual fees.

With either loan type, those loan interest charges are eligible for deduction on your income taxes (please consult your tax advisor for details), effectively lowering your interest rate!

Talk to one of our member service officers today about the many options available.

Community Service Scholarships Available

Do you know a young person who is giving back to his or her community? It could qualify them for a \$1,000 scholarship.

Sioux Falls Federal will award up to two scholarships to students who are currently enrolled in or plan to attend a post-high school educational institution

and have demonstrated outstanding service to their community.

All entries will be judged on the nature of the community service performed, as well as financial need and academic achievement.

Students will be asked to submit an essay describing the nature of their

community service activity, along with a letter of recommendation.

All entries must be submitted by June 15, 2010, and we will announce our winners by July 15th.

For further details and an entry form, please contact any of our credit union offices.

Attention Small Business Owners

Siouxfalls Federal has recently partnered with *NXGEN Payment Services* to offer our member business community a range of competitively priced merchant services with superior customer support capabilities.

The many services available through

our NXGEN partnership include:

- ✓ Merchant credit and debit card processing.
- ✓ Personalized gift and loyalty cards
- ✓ Electronic check processing
- ✓ Point of sale terminals and ATMs

We understand the cost of doing

business and strive to help you keep your costs low while offering innovative products to improve cash flow and increase sales.

Contact a member service officer at any of our locations for a no-obligation analysis and to talk about the ways we can help your business flourish.

Auto Buying Basics Help You Save

Whether you're thinking about buying your first car or your tenth, you'll want to keep some basics in mind to make sure you get the right one at the right price...

- ✓ Evaluate your financial situation. If your credit history is spotty, clean it up before applying for an auto loan.
- ✓ Realize that the less you borrow the more you save in loan interest, and therefore total cost.
- ✓ Don't assume the lowest interest rate will mean the lowest cost for you. Any rebate as an alternative to low or no-interest financing will lower your loan amount — and can lower your monthly payment and total cost.
- ✓ Consider buying used. The average cost of a late-model used vehicle is thousands less than that of a new one. You're just letting someone else pay for the depreciation.
- ✓ Get insurance quotes. If you're

serious about saving money on the car purchase, you should do the same when it comes to insuring it.

- ✓ Pay off the loan early and save hundreds of dollars in interest charges, assuming you have a simple interest loan like we offer.
 - ✓ Ask our staff to run payment quotes for you so you'll know what it costs for various price ranges. Go a step further and get preapproved so you'll have bargaining power.
 - ✓ Make purchasing your vehicle, trading in any vehicle and financing everything separate transactions. This is where many people get confused and off track. Finally, let your credit union help. Not only do we finance and insure vehicle purchases, but we have a wealth of resources like those below to get you through the process.
- Call, go online or stop by your credit union today for all your vehicle buying needs.

Great Rates, Great Advice

Yes, you know the credit union is the place to go for low-cost financing — but our **Auto Library** has the tools you need to buy right:

The Car Book by Jack Gillis is America's most comprehensive new car buying guide. This popular book identifies the highest rated vehicles in each size category, based on performance in nine important categories.

The *Consumer Reports* annual auto issue provides exclusive ratings of both new and used vehicles based on safety assessments, crash tests and reliability history.

Carfax used vehicle history reports

is like a combination medical checkup and background check! Data is mined from public records, insurance claims, dealer service logs and more. Never buy a used car without a Carfax report!

Chrome Carbook and *NADA* gives you true new car dealer cost and used car retail and trade-in values you can rely on to know what to pay.

Auto Libraries at each of our locations will give you the information and confidence you need to get the vehicle you want at a price that's fair.

Great rates, and great advice too... Now that makes sense!

Insurance Matters

Shopping For Auto Insurance...

Most people would agree that buying a new vehicle is fun and exciting. How many people would agree that shopping for car insurance is fun and exciting?

Dakota Financial Services may not be able to make insurance shopping fun, but we can make it simple and painless.

Dakota Financial Services is an independent insurance agency located at your credit union. We represent numerous insurance companies, which allows us to shop the market for the best coverage and the most competitive prices.

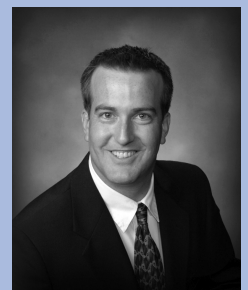
We only need a few minutes of your time to gather the necessary information.

But the convenience doesn't stop there. We are happy to meet with you wherever it works best, whether it be at your home, office, or while you are here at the credit union.

Once you have your insurance at Dakota Financial Services, you will see how convenient it is to have your insurance agent located here at the credit union.

Give me a call at 977-8341, or my assistant Amber Chapman at 977-977-8333

Dakota Financial Services is a Credit Union-owned insurance agency, created to serve the insurance and investment needs of Sioux Falls Federal Credit Union members and their families.



Jason Young



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INSURANCE & INVESTMENTS