

UPCOMING CLOSURES

Thanksgiving Day
Thursday, November 23

Christmas Day
Monday, December 25

New Years Day
Monday, January 1

AFFINITYLINE | 833-242-3364

It's the quickest and easiest way to check your account balance over the phone.

All you need is your account number and 4-digit PIN password.

*If you are a first-time user, you'll need to enter the last 4 numbers of your SSN as your PIN when prompted.



MESSAGE TO MEMBERS

In 1985, there were over 15,000 credit unions in the country, with 55 new credit unions chartered that year. Today fewer than 4,700 credit unions remain and roughly 200 disappear through mergers each year. We need to adjust from the past to secure a bright future. Our branch activity was analyzed over 5 months in 2021 to track how our members conducted business with Affinity. We found that only 1% of transactions occurred in branches on Saturdays. Because our branches had just re-opened following the COVID-19 lobby closures, we were skeptical about this data. The 5-month study was repeated in 2022 and again 1% of transactions occurred on Saturdays but 25% fewer members came to our branch this time around. Our management team contacted any member who had visited the branch on a Saturday to explain our decision to close on Saturday, beginning in January of this year. Almost no members left because of this change, adjusting to self-service options or taking advantage of our extended hours on Fridays.

Our overdraft and non-sufficient funds fee dropped from \$15 to \$10 this month along with our early ACH fee. President Biden and the director of the Consumer Financial Protection Bureau have been very critical of financial institutions charging excessive "junk fees". While we don't agree with all fees being termed "junk", most financial institutions in the Des Moines market still charge in the range of \$30. Our late fee on all loans is just \$10 as well, while many competitors charge a minimum of \$20 or 5% of the past-due amount. This is a major difference between Affinity and our competitors. Overall, these are just a few of the many examples of how your credit union is unique and working for your benefit.

Did you know that if you refer a friend or family member to open an account, you'll receive \$25? Be sure to have the person you referred tell us this.

One final observation that I'd like to offer this month is about how competitive our deposit and loan rates are. We track the most aggressive pricing credit unions and banks in the area to ensure we're in the mix. From regular shares to banks and money market, CDs, and loans, our rates match up with and often far surpass the larger, well-known credit unions. We don't run the short-term specials they do, which seems to grab all the attention. Compare rates and fees for yourself or stop by and let us show you the data comparisons.



Jim Dean, CEO

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Des Moines, IA 50313

1700 E Army Post Road
Des Moines, IA 50320

Lobby Hours

Mon, Tues, Thurs: 9:00 am – 5:00 pm
Wednesday: 10:00 am – 5:00 pm
Friday: 9:00 am – 5:30 pm
Saturday: closed

Drive-Up Hours

Mon, Tues, Thurs: 8:30 am – 5:30 pm
Wednesday: 10:00 am – 5:30 pm
Friday: 8:30 am – 6:00 pm
Saturday: closed

Phone Hours

Mon, Tues, Thurs: 8:30 am – 5:30 pm
Wednesday: 10:00 am – 5:30 pm
Friday: 8:30 am – 6:00 pm
Saturday: closed



Affinity Credit Union is an Equal Housing and Equal Opportunity Lender.



Your savings are federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. NCUA a U.S. Government Agency.

AFFINITY CFO RECEIVES FEATURE IN NATIONAL PUBLICATION

In a recent article in the national publication "CU Times", Affinity Credit Union's CFO Carmen Wooley shares insights into her journey and vision for the credit union industry.

With a background in communication and accounting, Carmen brings a unique blend of skills to her role, emphasizing clear communication as a key asset. She highlights the importance of support from her family, friends, and colleagues on her career path.

Carmen's strategic leadership style and her aspiration to become a credit union CEO in the future reflect her commitment to making a significant impact within the credit union, for members, and the wider community.

Her long-term goal includes initiating a mentorship program to support young professionals, especially working mothers, and to empower women in their careers. Carmen's advice to her younger self: continue believing, and don't let anyone dim your light on your journey to success.



CARMEN WOOLEY
AFFINITY CREDIT UNION CFO

AFFINITY APPAREL SALES HELP RAISE OVER \$800 FOR LOCAL CHARITY

We recently began selling Affinity apparel in our lobbies, with all proceeds being donated to a different local charity each month. September's sales resulted in an \$870 donation to the local charity "Iowa Remembers."

Iowa Remembers' mission is to remember and honor the Iowan military casualties of war. Our contribution will help them continue to advocate for action and awareness of issues surrounding Iowa's military personnel.



HOME BUYING TIPS: ADVANTAGES OF BUYING IN FALL OR WINTER

Less Competition: While inventory is lower in the fall and winter, there are also fewer buyers. This means less competition and more time to compare homes and make careful decisions you might not have time for in the summer.

Lower Prices: Fewer buyers means an increase in supply. As a result, motivated sellers may be more willing to negotiate prices.

Faster Transactions: A majority of people who list their home in the winter are doing so because they have to. Regardless of their reasoning, this sense of urgency may mean they'll agree to an accelerated closing.

Attention from Lenders & Realtors: With business volume being low in the fall and winter months, agents often have more time to devote to customers.

Tax Advantages: You'll be able to get a few more months of mortgage payments under your belt than you would if you wait until the spring allowing you to write off more of the expenses associated with home purchases.

Improved Transparency: Looking at homes in the fall and winter gives you the ability to spot weather and temperature related problems you may not notice in the warmer months including: ice dams, insulation issues, leaks, and drafts.

If you're considering purchasing a new home, contact us now so that you're prepared to make an offer when you find your dream home!

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