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KeyPoints

May 2023

KeyNotes:

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KeySavings Bank

Wisconsin Rapids

Lobby

Monday - Friday

8:30 AM - 4:30 PM

Wisconsin Rapids

Drive-Up

Monday - Friday

7:30 AM - 5:00 PM

Saturday

9:00 AM - 12:00 PM

(Lobby Closed)

Lakes

Lobby and Drive-Up

Monday - Thursday

9:00 AM - 4:30 PM

Friday

9:00 AM - 5:30 PM

Saturday

CLOSED

President Message

Spring is coming.....or is it? I think I can say this for most of us....enough already. If you have been listening to the news, we are in a challenging economic time. Inflation is making it difficult to afford the basics- groceries and fuel. Interest rates are volatile. Fortunately, unemployment remains low. On the housing side, sales remain strong, inventory remains low and interest rates are, historically, favorable. The increase in home values is leveling off but, spring and summer tend to heat the market up.

KeySavings Bank is adding new products and services. Most recently we added a sweeps feature to all your accounts. You have the ability to connect all of your accounts and transfer money automatically upon demand. We have added new mortgage products, lot and land loans, a very unique loan designed for the self-employed, and a new product that offers down payment assistance all at competitive rates.

We are continuing to expand and offer products to assist you in enhancing your financial knowledge. Soon you will have the capability to receive coaching from wealth advisors at our locations or from the comfort of your home.

Please say hello to our new employees-Judy, Marlene', and Amber. The trio bring an immense amount of energy, skill and personality to us. I would like to congratulate our IMPossible Champions; Leah-March; Amy-February and Richelle-January. Each demonstrated dedication and passion at delivering the highest level of service, as well as having willingness to share their expertise and knowledge to all they touch.

I would like to announce that we have added Jared Schuenneman and Daryl "Bo" Dedeker as Director and Vice Chairman to our Board.

In addition, I would like to thank Bruce W. Rokke and Cynthia Henke for their past years of excellence and wish them well in all future endeavors. Cudos to the two of you!

I thank you for choosing KeySavings Bank as your bank of choice. I continue to meet more and more members and look forward to the spring/summer.

New Hours—Rome Location

Effective May 1, 2023 our Rome Location will have new hours.

Lobby and Drive Up: Monday—Thursday 9:00 AM—4:30 PM

Lobby and Drive Up: Friday 9:00 AM—5:30 PM

Lobby and Drive Up: Saturday CLOSED

For Your

Information:

Our Offices will be closed on:

May 29th
Memorial Day

July 4th
Independence Day

September 4th
Labor Day

You'll Feel Right at Home

WE'RE ON THE WEB

www.keysavingsbank.com

Community Events:

- Rome Farmer's Market
Opening Day, Friday, May 19th
Alpine Village Square
- Wisconsin Rapids Rafters
Opening Day, Monday, May 29th
Witter Field
- Lunch by the River
Every Thursday starting June 1st
11:30 am - 1:00 pm
Veterans Memorial Park
- Gather by the Gazebo
"Music in the Park"
2nd Tuesday in June, July & Aug
Rome Town Center
- WR Downtown Farmer's Market
Thursday and Saturday 8am-2pm
Opening Day, Thurs, June 15th
1st Avenue
- Cranberry Blossom Festival
Thursday, June 15th—
Sunday, June 18th
Various WI Rapids Locations
- Rendezvous in the Park
"Dinner by the River"
3rd Wed in June, July & Aug
Riverside Park
- State Water Ski Show
Friday, July 20th—
Sunday, July 23rd
South Wood County Park



MEMBER FDIC



Everyone Should have a Financial Advisor

An overwhelming majority of U.S. adults do not seek out professional financial advice, while you might not need professional help to create a family budget, expert advice can make the road to retirement, investing, or saving for college much smoother. Check out these common reasons people avoid getting professional financial advice and how to overcome them.

I'm not rich, so I don't need a professional.

Achieving financial security requires serious planning, professional help, and strong discipline over a long period of time, no matter what your net worth is. An expert financial planner can help you assess your current situation and help you determine how to reach your goals by building a realistic, comprehensive plan. They can also provide an objective perspective to stressful, emotional decisions, such as what to do with an inheritance. Most importantly, a professional financial advisor will work for you and with you to help you follow your plan by tracking your progress and adjusting your plan if necessary.

I don't know what questions to ask.

That doesn't matter because you'll start by answering questions, not asking them. A good financial planner will start the relationship by getting to know you and your goals, so they'll be the ones asking questions during your first meeting or two. After that, they will use that profile to guide you in the right direction. The one question you should ask before hiring a financial planner is: How are you paid and what are your fees? Make sure you understand exactly how much you'll be charged for their advice before deciding if that planner is right for you.

I can't tell if I'm getting good advice.

It's good to approach financial advice with a healthy level of skepticism, but there are some assurances you can look for to help you verify that your advisor really is working in your best interests. First, check that they are licensed by the State, U.S. Securities and Exchange Commission (SEC), the Financial Industry Regulatory Authority (FINRA), or the Certified Financial Planner Board of Standards, Inc. (CFP Board). You should also verify that your financial advisor is acting in an official fiduciary capacity, meaning they are legally obligated to act in your best interests. The U.S. Department of Labor has a list of questions to ask available on their website.

If you have questions about how to find a financial advisor, talk to us about our financial planning and wealth management services.

Important Reminder about Insurance

Your loan contract requires that fire and extended coverage insurance be maintained in force at all times. **Please check your policy** to be sure that the following requirements are met:

- The policy is valid and not expired.
- The amount of insurance coverage meets the Bank's requirements.
- The policy contains a Lenders Loss Payable Endorsement naming KeySavings Bank.

This may be an appropriate time to see if your policy is sufficient to replace your home at today's increased construction costs.

Please consult your insurance agent if you need additional protection.