

May 2024

# KEYSAVINGS BANK

WHERE YOU'LL FEEL RIGHT AT HOME



As we all know, 2023 was an economically challenging year. Inflation decreased from almost 9% in June 2022 to 3.4% at end of year 2023. During that time, we all spent more on gas and food than previous years. Unemployment was at 3.4% for Wood County, which was in line with the rest of Wisconsin. As in politics, economic news has many different takes on the direction of the US economy. KeySavings Bank continues to embark on its 2023-2028 Strategic Plan. In January, the Board of Directors participated in the question/answer session of Gerald D. Canon, President and CEO, relative to the implementation of all strategic initiatives, their timelines and what outcomes the membership can expect to enjoy.



## WHAT'S NEW

### Online Banking

For your safety, after 12 months of inactivity, your KeyNet Banking Online account will be deleted. If your account has been deleted, you will need to enroll again. Any questions give us a call or stop in!

In 2023, the staff worked hard to offer our membership new tools to sharpen members financial well-being:

**Wealth Management and Insurance:** Nest Egg is cutting edge for investing your hard-earned money. If you have questions on your investment strategy or how to begin saving for a home down payment, nest egg is your go to product.

**Residential mortgages products:** If you are short on a downpayment and/or need a better mortgage product, talk to us about our low downpayment mortgages: FHA, USDA, and VA mortgages.

**Business lines:** Commercial real estate loans, business lines of credit, and equipment leasing; all locally underwritten.

**Technical:** Our website was updated and is more robust and user-friendly!

**Business services:** For businesses that need to have liquidity, try our new Enterprise Money Market account. If you want added protection to a deposit over \$250,000 and want added bank protection, try our repurchase and recirculation products.





## Unleash the Beast!

Our website [www.KeySavingsBank.com](http://www.KeySavingsBank.com) has many beastly powers:

If you need help making tough financial decisions, go to our web site for help. We have calculators that make it easier! Visit our website and click on "Knowledge" then click on Financial Calculators. If you're considering buying a car but want to know which loan is best; a car loan or a HELOC, this calculator has the answer. If you want to pay off debt faster, the calculator can help you. Whether it's insurance, investment or loan calculators, jump on our website and get help.

## Beware of Mr. Fraudster...

'Phishing' and no, not the fun kind where you go on the water with a pole and bait and catch some fish. Phishing is when someone sends an email or makes a call aiming to get your banking details so they can use them for fraudulent transactions. The story they give often sounds plausible, but you are asked to give your details over the phone or reply to the email.

If you are asked to give your banking (or other) details in an email or over the phone, we suggest you check and double check the source of the request, it could appear to be your bank. However, banks have procedures to follow, which certainly do not include asking you to provide details without reliable checking.

The easiest thing to remember is never to give your bank details to anyone in any way, unless there are obvious security checks in place. Unsure? Call your Financial Institution.



## Community Events:

### Rome Farmers Market

Every Friday starting May 17th  
Rome Town Center Park

### Lunch by the River

Every Thursday starting June 6th  
Veterans Memorial Park



### Pioneer Festival

Saturday, June 8th-  
Sunday, June 9th  
Historic Point Basse



### WR Downtown Farmers Market

Thursday and Saturday 8am-2pm  
Opening Day Thursday, June 13th  
1st Avenue

### Cranberry Blossom Festival

Thursday, June 20th-  
Sunday, June 23rd  
Various WI Rapids Locations



### WI State Water Ski Show

Friday, July 19th-  
Sunday, July 21st  
Red Sands Beach-  
Lake Wazeecha



### Kellner Corn Fest

Friday, August 16th-  
Sunday, August 18th  
Mikeys Tip Up



### Lake Camelot Frolics

Saturday, August 17th  
Camelot on the Lake



## News just for YOU!

If you have visited us recently, you will notice our lobby is filled with aromas of popcorn or chocolate chip cookies. We also have TV's broadcasting the newest information on KeySavings Bank products, services, investment info, trivia questions, AND many other short-story newscasts.

STOP IN AND TAKE A LOOK!

## Welcome Aboard!

Todd Becker has joined our team as AVP Producing Sales Manager! Here's a little bit about Todd. "I have been in the mortgage industry for over 25 years. I joined KeySavings Bank, because I wanted to align myself with an industry leader that has all of the tools to make me successful, as well as assist me in getting my clients into the home of their dreams. I was born and raised in Menomonee Falls, WI, but now live on Lake Delton, in Wisconsin Dells. I enjoy golfing, boating, and spending time with my lovely wife and two wonderful children. I look forward to meeting and serving the lending needs of all of our members, as well as any of your friends, family, and co-workers. Building trust and loyalty with each and every client is something I take great pride in, because I'm not looking at each loan or mortgage as a single transaction that will end at the closing table, I'm looking to create clients for life."

**Welcome to the team Todd!**

## Like us on Facebook!



## Financial Awareness- Use It or Lose It

Why is it good to have a Home Equity Line of Credit (HELOC)? A HELOC will likely have a much lower interest rate than your credit cards, or a personal loan. Using a HELOC with KeySavings does not always require an appraisal and closing costs are relatively low. Using a HELOC can make good financial sense if you have equity available. If you need more information, please call and ask for Tina, Scott, or Andy.

