

# C. U. NEWSLETTER

ALLIANCE  
FINANCIAL  
CREDIT  
UNION

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Hours:  
M, T, Th, F  
9:00 AM—5:30 PM  
W  
10:00AM - 1:00 PM

## NEW CHANGE!!

A new cut-off time has been set for money transfer requests between your accounts with us and your accounts with your bank. All requests now have to be called into the credit union by 3 p.m. in order to transfer by next business day.

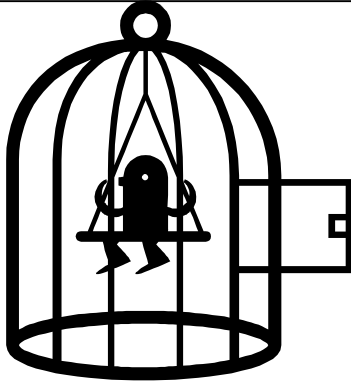


## Credit Unions vs. Banks THE MEAT AND POTATOES OF IT!

Call the movers because after reading this article you are going to re-examine your banking choices and want to move all your funds and other banking needs to the credit union!! In a world where big banks are competing against each other to see who can put their names up in bigger letters to dominate a city skyline, one crucial element has gone out of fashion; commitment to superior customer service! And like MC Hammer's pants, it's not coming back anytime soon.

Our members put customer service at the top on their priority list, and a great number of them have responded to the madness by moving all their funds and banking needs from banks to the credit union. Get a load of these facts and you'll see why those members have made a great decision, one that you too should be confident to make soon:

1. **General banking services:** Many services a bank offers, a credit union offers with a bonus of engaging personnel behind it. Our tellers are not yelling "NEXT" as soon as they've handed you the receipt. Being smaller actually means we will always give you great services, and ensure at all times that the quality of our service is superior.
2. **Bank Failures:** By end of September 2009, the website [www.fdic.gov](http://www.fdic.gov) counted 98 banks that have been closed by Federal Regulators (16 are in Illinois), whereas only a few credit unions have been closed this year. Big banks that were already huge are taking over the failed banks to get even bigger. The quality of customer support was already mediocre before all these takeovers, and will only get more frustrating for clients as size is put over substance.
3. **Fees:** on August 10<sup>th</sup>, 2009 a Reuters report stated that banks will make a record \$38.5 billion from service fees alone in 2009! An even more stunning number is that a large portion of that \$38.5 billion will be paid by just 10% of the customers. Unfortunately it's the people who need the most help who make up that 10% paying the \$38.5 billion. When used reasonably, service fees help keep undesirable transactions like overdrafts at a minimum. What has made customers angry is that banks raised fees during the worst recession the U.S. has had in 80 years!
4. **Customer Service:** when was the last time you called a bank and spoke to a human within a minute? How about at all? When was the last time you spoke to a manager or the President/CEO of your bank? Do you know the name of your bank CEO? At Alliance Financial CU, we understand that when it comes to your money you will always have a lot of questions to ask.
5. **Our loan rates** beat their loan rates almost all the time. We should know, we refinance bank auto loans all the time for our mutual clients and end up saving members a lot of money
6. **Deposit Insurance:** Your deposits here at the credit union are insured with the National Credit Union Administration for up to \$250,000 per member. You will be happy to know that not a single red penny of insured savings has ever been lost by a member of a federally insured credit union.



## Feeling TRAPPED over never ending debt?

You've probably been trapped so many times that it's hard for you to think any financial institution is interested in real solutions for your problems anymore. Well, we release you from that trap when it comes to solving your problems! The credit union has great programs that could help get out of the trap, particularly with these two problems:

**Credit Cards:** By now you've seen the posters, you've seen the ad on our website, and heard your co-workers talk about the credit union's plastic surgery loan! It's a hit and everyone is loving it!! The good credit doctors at the credit union are waiting to reconstruct your plastic debt. Ask about it today and you will be glad you did.

The terms are simple: it's a maximum 4 year loan, at 8% APR and \$7,500 maximum credit.

Call the credit union and find out what your payment per month would be if you were approved for the loan. Compare that to the payments you are making for the debt you want to pay off, and this loan will be a no-brainer for you.

**High Auto Loan payment:** most people have dealt with this problem; you needed a car because one day your old one stopped cooperating, but your credit wasn't where it ought to be. The dealer or your bank stuck you with a hefty car payment and you think you can't get out of it. Well you could! We know because we refinance high interest bank and dealer auto loans all the time and save our members a lot of money but dropping their interest rates. Call the credit union ask about auto refinancing.

## IS YOUR BANK IN TROUBLE??



With 98 banks closed by the Fed Regulators in 2009, 54 of them this summer alone, you deserve to know the financial condition of your bank. A bank will never tell you if they are in trouble so its up to you to find out and make the right decisions. New ownership and management should be a big concern for you! Takeovers always mean new policies, new strategy/culture, and that could be too much for you to sort out. You can find out the financial condition of your bank at [www.bankrate.com](http://www.bankrate.com).

### Important Stuff!!

**ROUTING/ABA NUMBER:** Our routing number is 271987237. Use this number for automated deposits/payments.

**CHECK RE-PRESENTMENT:** Checks payable to AFCU which are returned NSF will be re-presented electronically.

**MORTGAGE DIVISION:** For information on real estate loans call Al Vaquez at ELB Mortgage Service at 877-352-2777.

**INSURANCE SERVICES:** If you have received a letter regarding vehicle insurance for your credit union financed vehicle please have your insurance agent call: 800-523-6404.

**INSURANCE DIVISION:** The credit union offers various insurance services such as life, health, home and auto insurance in cooperation with CUNA Mutual and Liberty Mutual. Please call the following numbers for complete details.

Life, Accidental Death & Dismemberment      1-800-356-6006  
Auto, Homeowners      1-888-380-9287

To opt out of future direct mail solicitations for insurance services please contact the credit union. These insurance products are not a deposit and are not insured by the NCUA or underwritten or guaranteed by Alliance Financial Credit Union.

**AFCU WEBSITE:** [www.alliancefinancialcu.com](http://www.alliancefinancialcu.com)