

Superior CREDIT UNION

Quarterly Newsletter | January 2022

A Note From Our CEO

At the heart of any great organization is its purpose and mission. Simply put, "Why do you exist?" At Superior, we understand that our mission is to build trusted relationships by delivering personalized financial solutions. Superior separates itself from other financial providers by promising to **WORK IN YOUR BEST INTEREST**, and then doing just that. We have a wonderful staff that understands their primary responsibility is to improve your financial lives. We want to help you make SMART financial decisions. The advice our highly trained staff provides is why we exist. There are a lot of financial providers that can provide you convenient financial services, low loan rates, and competitive investments. But at the end of the day, how many can say, "We promise to work in your BEST interest"? For Superior's staff, our purpose is simple. We want to help you make EDUCATED financial decisions that provide you and your family a bright financial future.

Currently, Superior has approximately 250 employees who are working to serve you. Superior is fortunate to have such a dedicated staff. As members, you may visit our offices and see our staff at the front desk, the drive thru, or in the lobby. Members may talk to our employees when they use the call center, live chat, or apply for a loan. Although much of our staff is noticeable, we have many others behind-the-scenes who provide valuable support to our members every day. Some staff may be in information systems, underwriting, collections, accounting, or human resources. We have employees performing loan processing, marketing, electronic services, auditing, and risk management. Regardless of what an employee's specific role is, each of our associates is focused on working in your best interest. Our primary mission is to serve you.

This year, several valued employees announced their retirement. Financial Services Officers Kim Colasanti and Kim Salsbury retired from successfully managing two of our Lima offices. Our Regional VP, Joe Laudick, retired as senior manager for Superior's Northern Region. Each of these employees set a wonderful example for our staff to follow. They stressed the importance of member service and working in our members' best interests. We certainly appreciate their lifetime of achievement and commitment to Superior. We wish each of them the best in retirement. They will be missed.

As we move forward, Superior continues to be rock solid financially. The credit union has a strong balance sheet, income statement, capital position, and concentrated strategic plan. Superior continues to operate as one of America's strongest credit unions. Although we are financially strong, we realize our greatest asset is our staff and members. We know our members have many choices available in financial institutions, and we want that choice to be Superior. As staff, we have responsibility to work for our members to the best of our ability. Together, we can build a stronger financial cooperative that will serve our communities for many years to come.



THANK YOU, DAVE! Longtime Superior Credit Union Board Member, Dave Young, retired from the board this year after 35 years of service. We appreciate his many years of dedication to our organization! Pictured (l to r): Raymond Hughes, SCU Board Chairman; Dave Young; Phil Buell, President/CEO.

Each year presents challenges, and this year was no exception. Like many employers, we do expect the worker shortage to continue as the baby boomers retire. To offset, Superior will automate when possible. As an example, many of our members have transitioned to mobile devices to perform their routine banking activity. Our mobile application is excellent. Many of our members use their mobile device to conduct daily transactions and monitor their accounts. It is our continuous goal to provide every financial service to members digitally when possible. We continue to look for new way to automate. As an example, many of our branch locations now have self-service Individual Teller Machines (ITMs). The ITMs can complete virtually any teller transaction function. Our new offices in Cincinnati's Western Hills, Toledo, and Defiance offer ITMs for cash operations. This allows staff that traditionally provided cash operation functions to focus on other member service initiatives. As we move toward the future, our employees at the credit union are our greatest strength. We will always be here to provide you quality financial advice as we strive to work in your best interest.

2021 was another terrific year at Superior. We are committed to working in your best interest and providing you the best products and services. At Superior, we believe we must drive value by delivering solid advice and being available when you need us. Our staff is always available to serve you.

Thank you for being a member!!! We look forward to a successful 2022.

A handwritten signature in black ink that reads "Phil Buell".

Phil Buell
President & CEO
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SuperiorCU.com



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NMLS#746357



NEW Western Hills Branch is Open!

The Grand Opening for our brand new Western Hills branch at 4088 Lee Court, Cincinnati, was held Friday, December 3. We are excited to be part of this community!

Stay tuned for more ribbon cutting news - construction has begun on our newest facility in Toledo at 5642 Airport Highway.



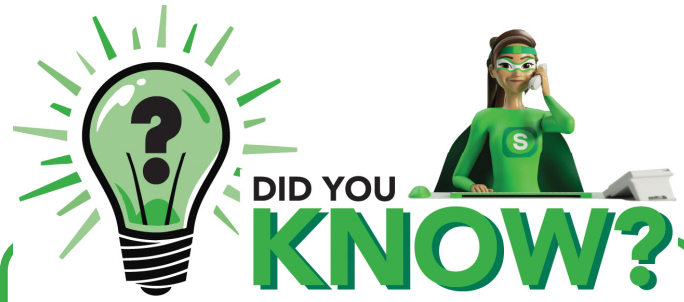
CUT THAT RIBBON! *The Green Township Western Economic Council was on hand to perform the ribbon cutting ceremony. Our staff was also joined by K4 Architecture + Design, Hunt Builders, and the University of Cincinnati Bearcat.*



GO BEARCATS! *Long-time member and valued media consultant, Lisa Thal, and Kelly Dattilo, SCU Mortgage Originator, enjoyed the day with Bearcat. The beloved UC mascot stopped by our new office the day before their big conference win. #Bearcats*



OUR BRIGHT AND AIRY LOBBY! *We enjoyed sharing Dewey's Pizza and Graeter's Ice Cream with our members and new friends!*



- ▶ Superior serves over 99,000 members.
- ▶ Superior's longest-tenured employees are Wendy Donley and Richard Gaberdiel with more than 60 years' experience between the two of them.
- ▶ In Ohio, Superior is the 4th largest credit union out of over 200 credit unions.
- ▶ In 2021, Superior financed home mortgages for members in over 30 states.
- ▶ The credit union services over \$1.7 Billion Dollars in Loans.
- ▶ The Superior Foundation donated \$250,000 to First-Time Home Buyers last year helping 125 members buy their first home.
- ▶ Superior paid members over \$4 Million in dividends last year.
- ▶ In 2021, the credit union donated over \$475,000 to support the communities we serve.

Annual Meeting, Board of Directors Election Notice

The Annual Meeting of Superior Credit Union is set for Wednesday, April 20th at 5:30 P.M. The meeting will be held online again this year. If you'd like to attend virtually, please enter your full name and email on our website to register: www.superiorcu.com/annual-meeting. An email will be sent to you the week of the event with the link. The purpose of the Annual Meeting is to receive and act upon the reports of the officers of the credit union, to announce the results of the election of directors, and to transact such other business as may properly come before this meeting.

A total of three 3-year terms are up for election. Each term commences with the Annual Meeting on April 20, 2022. The Nomination Committee of Ray Hughes, Jim Bacome, and Pam Shaw have selected Dave Watkins, Cheryl Lawson and Maria Rellinger to fill the board seats.

In addition to these nominations by committee, individuals may seek nomination by a petition of the membership. In order to be nominated by petition, potential nominees must obtain 1% of the membership's signatures and complete the nomination application. The deadline for nominations by petition is February 7, 2022. There will be no nominations from the floor where there at least is one nominee for each position to be filled.

What is a HELOC?

A home equity line of credit, also known as a HELOC, is a line of credit secured by your home that gives you a revolving credit line to use as needed. You can use the funds for whatever you wish - debt consolidation, a vacation, college expenses, a wedding, home improvements... it's your equity, so it's your choice. A HELOC often has a lower interest rate than other types of loans, and the interest may be tax deductible (consult your tax advisor).

How a HELOC works

With a HELOC, you're borrowing against the available equity in your home and the house is used as collateral for the line of credit. As you repay your outstanding balance, the amount of available credit is replenished - much like a credit card. This means you can borrow against it again if you need to, and you can borrow as little or as much as you need throughout your draw period up to the credit limit you establish at closing.

If you are interested in applying for a HELOC or have questions, please visit our website or contact your local branch. We offer **NO CLOSING COSTS** and routinely have some of the best HELOC rates in the region.

NO CLOSING COSTS!

*Intro rate***
0.99% APR
until 3/31/2022

Rates as low as
3.00% APR
after intro period

*Closing Costs are waived on all HELOCs opened on or after 1/1/2022. Member has an active checking account with Direct Deposit with Superior Credit Union. The loan-to-value of credit remains open for at least 1 year, and the loan-to-value of credit has a floor of at least 15% LTV.
**Member must open a 12-month HELOC on or after 1/1/2022. Variable rates start at 3.00% APR (3.00% flat periodic and floating rates period). Annual fees may be assessed if credit limit is not used for 12 months. HELOC rates are subject to change monthly. Rates may vary. Maximum rate is 15.00% APR. 24/7. Early payment rate. Other rates available. Annual fee \$25 will apply. Maximum loan-to-value 85%.

Superior PLUS Realtors Welcomes New Agents



Kelly Martino

Connie Thompson

Scott Weaver

Bill Dattilo

Superior PLUS Realtors is pleased to announce the addition of Kelly Martino, Connie Thompson, Scott Weaver, and Bill Dattilo.

With more than 25 years of combined experience between the three of them, Lima-area Realtors, Martino, Thompson and Weaver bring with them a wealth of real estate knowledge. "At Superior, we are committed to providing our clients the absolute best expertise in the industry," Superior PLUS Realtors Broker Ryan Stackhouse said. "These three are among the top selling Realtors in Lima and we're thrilled to have them on board."

Martino has served on the West Central Board of Realtors for eight years, Thompson is MRP certified (Military Relocation Professional), and Weaver is in the top one percent of all producing Lima Realtors.

Bill Dattilo, an experienced agent based in Cincinnati, will lead the development and growth of the Superior PLUS Realtors office for our Southern Region.

Superior PLUS Realtors, a division of Superior Financial Solutions, LLC, is located in Cincinnati and Lima, Ohio and primarily serves Allen, Auglaize, Hamilton, Hardin, Mercer, Putnam, and Van Wert counties, and the Greater Cincinnati area. Their staff of 30 experienced real estate agents offers professional assistance to buyers and sellers of residential, commercial, and land properties.

As part of their growth and expansion, Superior PLUS Realtors will open a brand new office at 2903 Elida Road, Lima.

Tax Preparation Assistance

Superior will once again offer FREE Tax Preparation and E-Filing to our members with low to moderate income. Superior's tax prep sites plan to open the first week of February and remain open for 6-8 weeks depending on the needs of the taxpayers in our communities, as well as the availability of preparers. All tax preparation assistance is provided by certified Superior Credit Union employees and is done by appointment only; NO walk-ins.

More details will be available in January. Please check our website and Facebook for more information.



New Year, NO Interest!

*VISA Introductory Rate Special**

0.00% APR

Intro Rate for 6 Months

Rates as low as

7.25% APR

after Intro Period



**APPLY for a
Superior Visa
today!**

Superior CREDIT UNION



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Toll Free: 877.717.2271

NMLS #746357



*All VISA loans subject to credit approval. Rates based on individual credit. Introductory rate of 0.00% APR applies to balance transfers and purchases completed during the first six billing cycles (but no later than August 31, 2022). Does not include cash advances. After intro period, the variable rate will be based on Prime Rate plus a margin. Prime Rate used to calculate variable rates refers to highest prime rate published in WSJ's Money Rates table. Current rate for VISA Premier is 7.25% APR (Prime plus 4.00%). Current rate for Smart Choice VISA is 11.25% APR (Prime plus 8.00%). Minimum finance charge of \$0.50. Balance transfer fee of 3.00% of the amount transferred or \$5.00 minimum. Late payment fee of \$25.00 for all late payments. Must apply by February 28, 2022. To learn more about factors to consider when applying for or using a credit card, visit the website of the Consumer Financial Protection Bureau at www.consumerfinance.gov/learnmore.

Valid for NEW Superior VISA Premier & Smart Choice VISAs