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# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

**Week of January 4th, 2010**

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Greetings! :

ProductBuilder Alert is our weekly update with the newest offers and products from financial institutions designed to help them build deposits. Market Rates Insight offers this weekly alert as a complement to ProductBuilder, our fully indexed, completely searchable new product database, so you can cross-tabulate deposits, loans, and tactics to generate new ideas and new strategies to help you increase your institution's number of products per household.

Feel free to contact our sales department to discuss ProductBuilder or any other of our pricing tools. Just reply to this email, or call 1-800-275-5556.

Your partner in profit,

**Market Rates Insight**  
 415-448-8800  
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THE COMPETITIVE LANDSCAPE - - - WEEK OF JANUARY 4th, 2010					
Institution Name	City	State	Acquired by	City	State
First Service FCU	Milwaukee	WI	Marine CU	FOND du LAC	WI

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### NATIONAL PRICING INDICATORS

The FDIC Final Rule, which governs rate restrictions under section 337.6, became mandatory for banks that are less than well capitalized and banks that are under capital maintenance provision. Our analysis of the impact of the branch weighting method on the prevailing rate found the following:

1. Branch-weighting lowers the prevailing rate by an average of 12 bps compare to simple average.
2. All four products used by the FDIC for determination of high-rate area are lower with the branch weight.

You may view the complete analysis of this and other trends by visiting – [www.marketratesinsight.com](http://www.marketratesinsight.com). Learn more about how MRI can optimize your pricing at <http://marketratesinsight.com/new/optimization.aspx>

Item No	Pub Date	Bank Name	State	Phone	Source	More Info	More like this
4315	1/5/2010	1ST MARINER BANK	MD	410.558.4420	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>

The bank's "Set your Savings" product allows customers to set the amount they would like to save on each debit card purchase they make. The set amount is automatically transferred from the customers' checking account to their savings account. The amount can bet set in \$.05 increments up to \$1.00 per purchase and the savings account requires no minimum balance and earns an APY of .30%. The bank will also match 10% of the amount that is transferred - up to \$250.00 annually.

4316	1/5/2010	CONNECTICUT LABOR DEPARTMENT FCU	CT	860.263.6500	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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The CU is offering furlough loans to members who are state employees and were placed on unpaid furlough. The loans will be offered through January 31st at a 6.99% rate.

4317	1/5/2010	DEUTSCHE BANK	NY	212.250.7200	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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The bank's Asset Management wing has erected a nearly 70-foot billboard in the heart of Midtown Manhattan. The Carbon Counter displays the running total amount of long-lived greenhouse gases in the earth's atmosphere measured in metric tons. To create the number, which displays the increase in GHGs every 10th of a second, the bank collaborated with scientists at Massachusetts Institute of Technology's Joint Program on the Science and Policy of Climate Change.

4318	1/5/2010	FIRST COMMONWEALTH BANK	PA	724.463.5700	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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The bank announced the 2nd annual "Time To Be First" Athletic Scholarship program for western and central Pennsylvania high school seniors scheduled to graduate in 2010. Setup as a means of recognizing and rewarding the work and efforts of well-round students throughout the region, the program recognizes student athletes demonstrating success in the classroom, the community, and their athletic endeavors. The Bank will award ten (10) \$1,000 scholarships to area student athletes. The contest is open to all seniors who are participating in any athletic program. The scholarships will be awarded to those students who best describe why it is their time to be first in a 500 word essay. Deadline for entries is April 2, 2010.

4319	1/5/2010	FIRST PLACE BANK	OH	877.271.1122	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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In a promotion running through April 29th, 2010, the bank will be providing three winners with a Chevrolet Cruze automobile (set to be introduced to the marketplace in April 2010 and being built in the bank's primary market of Northeast Ohio). Entry forms are available at any First Place Bank or online and can be dropped off at any office. Each month one entry form will be draw in each of the bank's regions and that individual becomes qualified for the car giveaway. Eight qualifiers will be chosen in each of the bank's three regions and given a key. The 8 qualifies will come together in each region and the individual with the key that opens the door to the car is that region's winner. The bank will also award a monthly second place winner with a \$100 gas card in each region.

4320	1/5/2010	MERIWEST CREDIT UNION	CA	877.637.4937	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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The CU has developed a new member on-boarding program to inform new members of important services and products that would enhance their financial relationship with the credit union and specifically targets single product members to help them understand the variety of beneficial products and services available to them as members.

At the 30, 60 and 90 day marks specific targeted marketing is done through the emails.

At 30 days, if the member does not have a checking account they will receive communication highlighting the checking services available. If they have a checking account, an alternative e-mail would suggest payroll direct deposit.

At 60 days the Auto Lending and P.A.S.S. (Personal Auto Shopping Service) is emphasized. Alternative communications are sent depending on the adoption of products and services over that same period.

At the 90 day point in the membership Meriwest will share the credit union's Homeowner Advantage program and highlight home purchase loans and real estate refinancing.

4321	1/5/2010	VERIFONE HOLDINGS	AK	800.837.4366	CU JOURNAL	<a href="#">More Info</a>	<a href="#">More like this</a>
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The company, a key developer of interactive card-acceptance systems used in taxis, is seeking to roll out the same technology in retail outlets as part of a program it calls "payment-enabled media," which is what it calls terminals with video screens that can stream news programs or other entertainment, support online features and deliver advertising.

4322	1/5/2010	US BANK	MN	800.720.2265	MRI Survey Specialist	<a href="#">More Info</a>	<a href="#">More like this</a>
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The bank recently introduced the S.T.A.R.T (Savings Today and Rewards Tomorrow) Program. It's a way for customers to meet their savings goals and earn rewards along the way. Customers setup recurring transfers from their package Checking account into their Money Market Savings at a predetermined time.

Customers can setup one or more of the following qualifying transfer options:

- Transfer an amount they choose on a specific day of the month
- Transfer an amount they choose for each US Bank Check Card purchase
- Transfer an amount they choose for each US Bank Credit Card purchase

Once a transfer is entered customers can accelerate their savings with the FlexPerks Cash Reward program and can earn 1% cash back on all Credit Card purchase or ¼% cash back on all Check Card purchases (non-pin).

The bank also rewards customers for reaching one of both of the program goals:

- When their savings balance reaches \$1,000 customer receive a \$50 US BANK REWARDS Visa Card
- If the \$1,000 balance is maintained for a year they receive an additional \$50 US BANK REWARDS Visa Card

**Did you miss last week's Product Builder Alert?**

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Visit [www.marketratesinsight.com](http://www.marketratesinsight.com) to view the [video version](#) of the report or access our [report archive](#).

**Contact Information:**

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