



~~~~~

# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

**Week of January 18th, 2010**

~~~~~

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 send us an email, or call 1-800-275-5556.

Your partner in profit,

Market Rates Insight
 415-448-8800
ProductInsight@MarketRatesInsight.com
www.marketratesinsight.com/new
 Price with Precision

THE COMPETITIVE LANDSCAPE - - - WEEK OF JANUARY 18th, 2010					
Institution Name	City	State	Acquired by	City	State
Coastal Waters FCU	Mobile	AL	Singing River FCU	Moss River	MS
Barnes Banking Company	Kaysville	UT	FDIC creates a deposit insurance bank of Kaysville		
St. Stephen State Bank	St. Stephen	MN	First State Bank of St. Joseph	St. Joseph	MN
Town Community Bank	Anitoch	IL	First American Bank	Elk Grove Village	IL

NATIONAL PRICING INDICATORS

Long-term Special CDs were the most rate-stable during 2009. They dropped only 11 bps, - a drop of only 3.7% in value. Short-term Regular CDs were the least rate-stable in 2009. They dropped 55 bps - a drop of 49 % in their return value. Short term is defined as one year or less; mid-term as defined as over one year up to three years, and long term is defined as over three years and up to five years.

You may view the complete analysis of this and other trends by visiting – 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
4330	1/19/2010	1ST VALLEY CREDIT UNION	CA	909.889.0838	MRI Survey Specialist	More Info	More like this
<p>Members that finance any new or existing loan at the CU receive one entry into the CU's \$2,000 Cash Sweepstakes for every \$1,000 that they finance. Qualifying loans include personal loans, mortgage loans, autos, RVs and Credit Cards.</p>							
4331	1/19/2010	AMERICAN EXPRESS	NY	212.640.2000	AMERICAN BANKER	More Info	More like this
<p>American Express cardholders can now use their accumulated rewards points to pay their taxes. Consumers could already - through services operated by Link2Gov Corp. and Tier Technologies Inc. - use Amex rewards points to cover the fees associated with paying their taxes; the company said Monday that it had expanded those relationships to let cardholders apply points to the actual taxes.</p> <p>An Amex spokeswoman said cardholders can redeem 200 points for one dollar applied to their federal, state or local tax bills.</p>							
4332	1/19/2010	BBVA COMPASS	TX	800.266.7277	MRI Survey Specialist	More Info	More like this

The bank is preparing to roll out an innovative tech product, called Virtual Banker, which is a collaboration solution that allows customers to engage in a two-way audio and video conference with bankers.

A unique feature of the Virtual Banker is that the customer and banker are able to see each other via a split screen while using a whiteboard that allows both parties to write or draw on documents on the screen as well as manipulate documents and text.

The Virtual Banker makes use of a 25-inch touch screen monitor that is housed in a cubicle or workstation. A debit or credit card scanner is built into the monitor, to allow customers to make payments for services. A printer and scanner are also built into the desk. There are no buttons to push and there is no mouse. Everything is remotely controlled by the banker.

4333	1/19/2010	CHARTER ONE BANK	OH	888.411.8311	MRI Survey Specialist	More Info	More like this
------	-----------	------------------	----	--------------	-----------------------	---------------------------	--------------------------------

The bank is currently promoting their "Big Savings Sale". This limited time promotion includes special offers for a number of products, including:

Checking Rewards:

- The Bank will pay up to \$120 each year when customers sign up through GreenSense. 10 cents is paid every time they use their debit card, pay a bill online or have an automatically withdrawn.

Savings Offers:

- Earn a \$10 bonus when customers open a new IRA savings plan.
- Earn \$25 when they open a circle gold MM account

Home Buying Offers:

- Save 1/8% off a mortgage when you enroll in Circle Gold Banking and have your payments automatically deducted
- Earn a double relationship discount of 1/2% on a home equity line of credit with a Circle Gold relationship

Credit Card Offers:

- Enjoy 0% balance transfer rate for the first 12 months

Business Banking offers:

- Get 1 1/2 % off a 5-year term loan rate.
- Get a free 1G USB flash drive when enrolled in any of the bank's featured business banking services

4334	1/19/2010	ELEVATIONS CREDIT UNION	CO	303.443.4672	CREDIT UNION JOURNAL	More Info	More like this
------	-----------	-------------------------	----	--------------	----------------------	---------------------------	--------------------------------

The CU has equipped their ATM, at the University of Colorado Memorial Center, with a voice guidance system that provides instructions' to the user through a built in audio port.

4335	1/19/2010	KEY BANK	CO	800.539.2968	MRI Survey Specialist	More Info	More like this
------	-----------	----------	----	--------------	-----------------------	---------------------------	--------------------------------

Until January 29th, customers that open a new checking account at participating Key Bank branches receive two Denver Nuggets tickets (a March 3rd game against Oklahoma or a March 16th game to Washington).

If customers also setup a direct deposit or an auto payment from the account they receive a signed jersey by Chauncey Billups, Carmelo Anthony, Chris Andersen or Ty Lawson.

4336	1/19/2010	SERVICE CREDIT UNION	NH	800.936.7730	MRI Survey Specialist	More Info	More like this
------	-----------	----------------------	----	--------------	-----------------------	---------------------------	--------------------------------

The CU's auto loan guarantee states that if the CU can't beat a competitors rates they will pay their member \$100.

4337	1/19/2010	SPACE COAST CREDIT UNION	FL	800.447.7228	MRI Survey Specialist	More Info	More like this
------	-----------	--------------------------	----	--------------	-----------------------	---------------------------	--------------------------------

In response to the many employee and member inquiries about assistance, the CU setup a fund for the collection of monetary donations that will be turned over to the American Red Cross for Haitian earthquake relief. The credit union will match donations to this fund up to \$50,000.

Did you miss last week's Product Builder Alert?

~~~~~



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

**Contact Information:**

~~~~~

PBA ALERT

Market Rates Insight, Inc.
415.448.8803 (direct) | 800.275.5556 (main) | 415.259.0701 (fax)

ProductInsight@MarketRatesInsight.com
<http://www.MarketRatesInsight.com/new>
Better Profits Through Better Intelligence

*****Celebrating Our 24th Year!*****

~~~~~