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# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

Week of December 21st, 2009

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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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www.marketratesinsight.com/new
 Price with Precision

THE COMPETITIVE LANDSCAPE - - - WEEK OF DECEMBER 21st, 2009					
Institution Name	City	State	Acquired by	City	State
First Federal Bank of California	Santa Monica	CA	OneWest Bank, FSB	Pasadena	CA
Imperial Capital Bank	La Jolla	CA	City National Bank	Los Angeles	CA
Independent Bankers' Bank	Springfield	IL	FDIC BRIDGE BANK created		
New South Federal Savings Bank	Irondale	AL	Beal Bank	Plano	TX
Citizens State Bank	New Baltimore	MI	Deposit Insurance National Bank created by FDIC to facilitate resolution		
Peoples First Community Bank	Panama City	FL	Hancock Bank	Gulfport	MS
Rockbridge Commercial Bank	Atlanta	GA	FDIC Approves the payout of the insured deposits		

NATIONAL PRICING INDICATORS

The national average APY for deposits lost nearly 40% of its value during 2009. From 2.41 average APY in January to 1.46 average APY in December. The greatest decline in the national average APY for deposits occurred during the first two months of 2009. During the first two months, the national average APY lost 48 bps. From the third month on, the decline was much more settled at a rate of about 1 to 3 bps per week.

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
4310	12/22/2009	BANK OF AMERICA	CA	800.622.8731	MRI Survey Specialist	More Info	More like this

At the bank's new Deposit Image ATMs customers can see a display of both the checks and the cash they deposited on the screen and on their printed receipt. They are not required to add up the deposit beforehand as the ATM calculates the amounts for them and cash and checks can be inserted without an envelope.

4311	12/22/2009	DISCOVER CARD	DE	800.347.2683	MRI Survey Specialist	More Info	More like this
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In an effort to add some clarity to their rotating 5% cash back bonus program the card company is publishing a calendar of future offers on the Web page where customers must sign-up in advance to qualify for each bonus. The "Get More" Calendar highlights the following forward looking discounts:

- October - December 2009: Restaurants and Movies
- January - March 2010 : Travel
- March 2010 - Grocery and Drug Stores
- April - June 2010 - Home and Fashion
- July - September 2010 - Gas, Hotels and Movies

4312	12/22/2009	GREATER CINCINNATI CREDIT UNION	AK	513.559.1234	MRI Survey Specialist	More Info	More like this
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Six Mason High School students who maintained a perfect attendance record were awarded \$100 each and a free lunch for them and their guests as part of the CU's Perfect Attendance Program.

4313	12/22/2009	SAN FRANCISCO FEDERAL CREDIT UNION	CA	800.852.7589	MRI Survey Specialist	More Info	More like this
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San Francisco Mayor Gavin Newsom and Treasurer José Cisneros today announced the launch of Payday Plus SF, an alternative payday loan offered by six San Francisco Credit Unions that will provide responsible small dollar loans of up to \$500, with low interest rates, financial counseling, and an extended repayment term. Key elements of the payday loans offered through PayDay Plus SF include:

- A non-predatory rate: A short-term loan of up to \$500 with a maximum APR of 18%.
- Improved credit: The ability to build credit as the loan is repaid over a period of up to 12 months.
- Reduced debt: The ability to escape debt by paying off payday loans and consolidating other debts.
- Responsibility: Limit of 3 loans per year. Financial education may be required. Loan must be paid in full before another advance

The other five Credit Unions that are taking part in the program include: Patelco Credit Union, Redwood Credit Union, Mission SF Federal Credit Union, Northeast Community FCU, Spectrum Federal Credit Union.

4314	12/22/2009	STANFORD FEDERAL CREDIT UNION	CA	650.723.2509	MRI Survey Specialist	More Info	More like this
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The CU is about to release a new online tool called MyMo. The personal finance site will allow members to access the tool online or via a web-enable cell phone and will allow them to manage all of their finances in one spot, including:

- An overview of All your account (including other financial institutions) including home loans, credit cards student loans
- Create budgets and savings goals
- Plan savings strategy
- Track expenses automatically by category.

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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PBA ALERT

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