

WaterStone Quarterly

An Exclusive Publication for the People of WaterStone Bank, SSB



Winter 2021

100 Year Anniversary
Giving Campaign

New Milwaukee Branch

Budgeting Tools in
Digital Banking

2020...The Year of
Reinvention

CardSync

— AND MORE —

Message from the President

Doug Gordon, CEO

As we begin 2021, Happy New Year has never seemed more appropriate! There's no doubt that the second half of 2020, was difficult. While it's uncertain what the days ahead will bring, there's one thing that will always be certain: We're here for you, just like we've always been!

Did you know, we've been serving south-eastern Wisconsin since 1921? That's right, 2021 marks our 100th anniversary! It's an honor to be your home town bank! Even through these difficult economic times, we continue to stand strong as a company. Our foundation resides in the exceptional products and services we

provide, the great relationships with our customers, and our impact in the community we all call "home".

WaterStone Bank has a long-standing reputation of serving the community. Each year, our WaterStone Bank Foundation strongly supports a wide array of locally-based charities that serve initiatives surrounding education, women, children, community development, and veterans' initiatives. I'm delighted to share that 2020 was no different. In fact, we donated over \$750,000 to approximately 185 local schools and nonprofits. As a means of celebrating our 100th anniversary we're thrilled to be increasing our charitable donations through a 100 Year Giving Campaign. Don't miss the Nonprofit Feature section in this newsletter for additional details!

In reflecting on 2020, there were many successes and reasons to celebrate. The greatest being the launch of Digital Banking.

We're so proud of the streamlined functionality it provides consumer and business customers, in addition to the enhanced security, new technology and better account management tools. Did you know, you can even combine your WSB accounts and other bank and/or credit card accounts in one platform to provide a view of your total financial picture? Plus, the ability to bank 24/7/365, couldn't have come at a better time. What a tremendous response we've received. With nearly a half million logins since June, we know you're just as pleased as we are!

With interest rates at an all-time low, Waterstone Mortgage had its best year yet, breaking numerous records for production volume. They helped an astounding 17,000+ individuals and families achieve their dream of home ownership or improve their financial situation by refinancing their mortgage loan. *(continued on next page)*

(Message from the President Continued)

In addition, the team at Waterstone Mortgage made great strides toward the digital mortgage by introducing a new eClosing platform for borrowers allowing them to remotely eSign closing documents including the ability to conduct a completely virtual mortgage closing. Plus, 2020 marked Waterstone Mortgage's 20th anniversary. All in all, it was a year worth celebrating.

Though the COVID-19 pandemic brought many unique challenges and restrictions, our branches and Customer Service Center remained available delivering our products and services the way you've come to expect. In addition, our Business Bankers poured their hearts into the requests for the SBA's Paycheck Protection Program (PPP loans). As a result, PPP loans were provided to over 275 local businesses to assist them in paying their employees. We thrive off of helping others, especially our business clients and ultimately the local families who work for

them. We hope you enjoyed the extra guidance and encouragement via our regular customer emails, blog posts, social media posts, and Boredom Busters. It was our way of bringing a little support and joy into your quarantine.

I encourage you to follow WaterStone Bank on Facebook, Twitter, Instagram, YouTube, and LinkedIn. No matter if you're interested in financial tips, special offers, holiday hours, or community events you'll find it all on our social media platforms. You may even come across a funny meme or two, or learn about a new local business. Plus, you'll find all of the celebratory details for our big year ahead.

Speaking of celebrations, we just celebrated the grand opening of our newest branch, located at 68th and Oklahoma. Although we have 14 branches now in the greater metro Milwaukee area, this is our first in the city of Milwaukee. We have serviced the city of Milwaukee's citizens

and businesses since our inception, but are thrilled to offer this convenience with a shorter commute. With a capital position as one of the strongest in the nation we have the ability to afford new branches, technology, and state-of-the-art products and services to offer our customers.

Thank you for putting your trust in WaterStone Bank and our exceptional team. We eagerly look forward to serving you in 2021, and for the next 100 years!

From our WaterStone Bank family to yours, we wish you a happy, healthy, and prosperous 2021! ✉

Sincerely,



100th Anniversary Giving Campaign


WaterStone Bank turns 100 this year! To celebrate 100 years of serving you and our local communities, we're hosting a special giving campaign and will be donating a total of \$100,000 to five local nonprofits. We want YOUR help to determine which nonprofits will receive a donation! Starting January 19 through February 28, you can submit a nomination on our website for a local nonprofit who has made a positive impact in your life. Five finalists will be selected. Then, it's up to the community to vote for everyone's favorite nonprofit, ultimately deciding the donation amount for each finalist. For more details and nonprofit eligibility requirements, keep an eye on our website (wsbonline.com) and social media accounts (Facebook, Twitter, Instagram, YouTube, and LinkedIn) this month.

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- 1st place: \$30,000
 - 2nd place: \$25,000
 - 3rd place: \$20,000
 - 4th place: \$15,000
 - 5th place: \$10,000



100TH
ANNIVERSARY
1921-2021

Rack up ScoreCard® Rewards Points utilizing CardSync!



Have you tried CardSync? It's a simple, secure way to update your debit or credit card information for associated subscriptions and automatic payments. It's perfect for when you need to update the payment information for your monthly subscriptions, like Netflix or Spotify. Simply open the Digital Banking App, select Menu, Payments, and CardSync to get started. Select all the companies you pay regularly, enter your card information once, and you're all set! When you need to add a new card, just click Swap Card. That's it! It's one of the many useful features included with Digital Banking.

As an added bonus, when you transfer your payments to your WSB Debit Card through CardSync, you'll earn ScoreCard® Rewards points for the payments made to your selected subscriptions and merchants. Redeem those points for great merchandise, gift cards, travel, and more. Simplify your bill paying, and get rewarded at the same time...now that's a win/win. Transfer today and watch your points grow! For more information on ScoreCard Rewards, visit wsbonline.com. ✉

Business Highlights



2020...The Year of Reinvention

Happy New Year and welcome to 2021!

A new year typically means a fresh start, realigned strategies, and a new budget. Thankfully, 2021 brings all that as well as the anticipation of life after the pandemic. As eager as we have been to simply forget 2020, it's important for business owners and managers to reflect on the last year.

The events of 2020 definitely tested everyone, in both their personal and professional lives. Historically, most business contingency plans were developed around natural disasters, fires, and power outages. Any pandemic planning was for a week or two, not the multiple months we experienced with Coronavirus. So, 2020 provided lots of testing. How did you and your business survive?

Many businesses quickly adapted their staffing to address employee safety and production levels. Allowing people to work from home brought additional challenges with technology, not to mention childcare and remote learning.

Some businesses successfully diversified their product lines to replace lost sales or capture a new opportunity created by the pandemic. For example, the face mask industry grew tremendously!

Just as WaterStone needed to replace lobby service with drive-up banking, telephone banking via our Customer Service Center, and a new Digital Banking application, many businesses changed the manner in which they served customers. Sidewalks and parking lots became restaurant dining rooms, while dining rooms became staging areas for carry-out

service. Doctor visits occurred via video chat, and some grocers provided online ordering and delivery.

So yes, 2020 was the year of the pandemic, but it was also the year of reinventing ourselves and our businesses. Business professionals have proven that they need to be agile in order to survive. They have been forced to change, and many times that change was overdue and even beneficial. I commend so many businesses for all they have done to weather the pandemic. I congratulate the owners and managers who adapted to maintain their business, which ultimately supported our communities with services and jobs. 📧



Dave Provancher
Chief Lending Officer



Managing Money as a Couple

What are the keys to prepare to grow wealthy together?



Article provided by John Gehlhaart, Sr. Wealth Advisor,
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waterstoneinvestmentservices.com

When you marry or simply share a household with someone, your financial life changes—and your approach to managing your money may change as well. The good news is that it is usually not so difficult.

At some point, you will have to ask yourselves some money questions—questions that pertain not only to your shared finances but also to your individual finances. Waiting too long to ask (or answer) those questions might carry a price. In the 2019 TD Bank Love & Money survey of consumers who said they were in relationships, 40% of younger couples described having weekly arguments about their finances.¹

First off, how will you set priorities? One of your first priorities should be simply setting aside money that may help you build an emergency fund. But there are other questions to ask. Should you open joint accounts? Should you jointly title assets?

How much will you spend & save? Budgeting can help you arrive at your answer. A simple budget, an elaborate budget, or any attempt at a budget can prove more informative than none at all. A thorough, line-item budget may seem a little over the top, but what you learn from it may be truly eye-opening.

How often will you check up on your financial progress? When finances affect two people rather than one, credit card statements and bank balances become more important. Checking in on these details once a month (or at least once a quarter) can keep you both informed, so that neither one of you have misconceptions about household finances or assets. Arguments can start when money misunderstandings are upended by reality.

What degree of independence do you want to maintain? Do you want to keep some money separate? Some spouses

need individual financial “space” of their own. There is nothing wrong with this approach.

Can you be businesslike about your finances? Spouses who are inattentive or nonchalant about financial matters may encounter more financial trouble than they anticipate. So, watch where your money goes, and think about ways to pay yourselves first rather than your creditors. Set shared short-term, medium-term, and long-term objectives, and strive to attain them.

Communication is key to all this. Watching your progress together may well have benefits beyond the financial, so a regular conversation should be a goal.¹ ✉



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Enjoy flexibility, personalization, exceptional customer service, and a strong desire to do what's right for you, your business, and your employees. Since we are locally operated, we are experts in understanding the dynamics of the area markets.

Business Checking

Offering account types tailored to fit your unique needs.

Business Essential Checking

Small businesses with low volume.

Business Advantage Checking

Sole proprietors with low volume and medium-high balances.

Business Analysis Checking

Business with high volume and higher balances.

Business Interest Checking[^]

Hybrid account for Businesses with high volume and higher balances.

Learn more by visiting wsbonline.com, or call our Cash Management Team at (262) 696-7158. Our Business Bankers are here just for you!

[^]Interest earned on this account is based on tiers: \$2,499.99 or less; \$2,500.00 or more. See Account Disclosure(s) for more information.



Manage your finances from virtually anywhere with Business Digital Banking, included with your account:



Business Mobile

Enjoy a streamlined experience from desktop to phone



Mobile Deposit

Enjoy the convenience of Mobile Check Deposit.



External Transfers

Transfer funds between your WSB accounts and accounts at other financial institutions.



CardSync

Easily update your card payment information for any associated subscriptions (like Netflix)



People Pay

Send payments immediately to other people using your WSB Debit Card & PIN.



Direct Pay

Pay, view, and manage bills without leaving Digital Banking.

Featured Nonprofit Partnership: Best Buddies in Wisconsin

Best Buddies in Wisconsin is a nonprofit organization dedicated to establishing a volunteer movement that creates opportunities for one-to-one friendships, integrated employment, leadership development, and inclusive living for people with intellectual and developmental disabilities (IDD). The IDD community that Best Buddies in Wisconsin serves includes, but is not limited to, people with Down syndrome, autism, Fragile X, Williams syndrome, cerebral palsy, traumatic brain injury, and other undiagnosed disabilities.

WaterStone Bank has been an annual supporter of Best Buddies in Wisconsin since 2011. Most recently, WaterStone Bank has supported the organization's annual Friendship Walk, Golf Outing and Champion of the Year event.

Due to the success of these events and overwhelming community support, Best Buddies in Wisconsin was able to launch their newest initiative, a jobs program. The Best Buddies Jobs Program represents one of the organization's four key mission pillars - Integrated Employment. This program secures jobs for people with IDD,

allowing them to earn an income, pay taxes, and continuously and independently support themselves. The Jobs Program places focus beyond the typical jobs in which a person with IDD might be placed. Best Buddies focuses on finding work that matches the job seeker's interests and talents.



About the WaterStone Bank Foundation

WaterStone Bank established the WaterStone Bank Foundation with the Waukesha County Community Foundation in 2002 in order to ensure the bank's ability to continually give back to the communities in which we serve. Our Foundation focuses on four core giving areas for its grants: education, women & children, community development, and veterans' initiatives.

Are you involved with a local nonprofit organization that falls into one of our core giving areas? If you'd like to ask for a donation from the WaterStone Bank Foundation, you can submit a donation request to marketing@wsbonline.com. Visit wsbonline.com to learn more about how to submit a request. ✉

Upcoming Donation Request Deadlines: February 17 | March 24 | April 21



Newest Branch

Have you heard? We added a new branch – our first in the City of Milwaukee! Our newest location, found at **6801 W. Oklahoma Ave** is now open for business.

As a full-service bank, this branch offers the Milwaukee community a drive-up ATM along with the same convenient services offered at our 13 other locations.

Remember, if you love banking with us, tell a friend! You will receive a \$50 bonus* for each individual or business that opens a checking account and becomes a new WSB customer!

For details, visit wsbonline.com or contact Customer Service at 414.761.1000 (toll-free at 888.686.7272).

*\$50 Refer A Friend bonus will be credited to Referring Customer's WaterStone Bank SSB (WSB) checking account within 10 business days of the individual or business you refer opening a checking account with WSB or 10 business days from when the certificate is received by the bank for checking accounts opened online. The individual or business you refer cannot be an existing WSB customer and the new checking account must have been opened within 90 calendar days of certificate issue date. Certificate must be presented at the time of new account opening by the individual or business you refer in order for you to obtain the bonus. If the new checking account was opened online, certificate must be mailed to WaterStone Bank, 11200 West Plank Court, Wauwatosa, WI 53226 or dropped off at a WSB branch within 14 calendar days of account opening. By using the Refer A Friend certificate the individual or business you are referring will be aware that you are a customer of WSB. Employees and agents of WaterStone Bank SSB, its respective affiliates and subsidiaries and members of their immediate families and households are not eligible. Refer A Friend bonus is limited to 5 referrals. For tax reporting purposes, a 1099 form will be issued at yearend to recipients of bonuses. Offer subject to change at any time.

Should I Refinance my Mortgage Loan?



Everyone's situation is different, but in many cases refinancing your mortgage loan could have some major benefits. Take a look at the different scenarios in which a refinance might be the right move.

Save Money with a Lower Interest Rate

If current interest rates are lower than the interest rate on your mortgage, you should consider taking advantage of a refinance loan. A difference in just one percent would make your monthly payment lower – let alone save you thousands of dollars over time.

Complete Home Improvements, Renovations, or Repairs

Thinking about renovating your home, but don't want to pay out-of-pocket costs? You can tap into your home's equity to cover it with a cash-out refinance. Or, if you don't have enough equity to cover the costs, you can do a renovation refinance. This will wrap the renovation loan and your mortgage loan into one monthly payment, making it a piece of cake to keep track of.

Pay Off your Loan Faster

If you have a 30-year mortgage, you may want to switch to a shorter term at some point. This isn't ideal for everyone, but if you can afford a potentially higher monthly payment there are benefits to a shorter term, such as paying less in interest over the life of the loan, building equity faster, or owning your home free-and-clear sooner.

Make Changes to Your Loan

If you are in a better financial situation than when you first took out your home loan, a refinance could help you save some money in a variety of ways. First of all, you could qualify for a lower interest rate now, which could save you money on your monthly payments over time.

You could also refinance to a new mortgage loan program and eliminate private mortgage insurance (PMI). If you have a government loan that requires mortgage insurance (like an FHA loan), you may qualify for a loan type that does not require mortgage insurance (like a conventional loan) if you have enough equity in your home. No PMI means a lower monthly payment. ✉



Article provided by Waterstone MORTGAGE

Winter Weather

WaterStone Bank wants to keep you informed of changes to normal branch hours in the event of inclement weather. Please visit our website at wsbonline.com or call Customer Service at 414.761.1000 before venturing out. Branch closures are also posted on local news stations, our Facebook page, Twitter account, and Instagram.

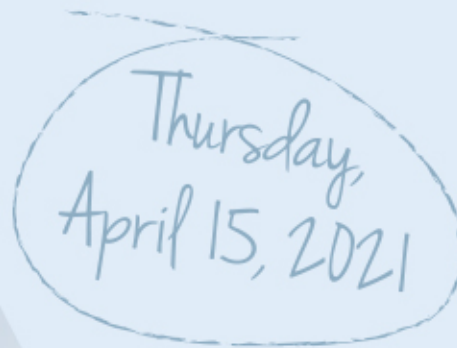
Thanks to Digital Banking, consumer and business customers can enjoy a streamlined, integrated, and secure digital banking experience – anywhere, anytime, and on any device. Don't let Wisconsin weather stop you from tackling your to-do list!

Need to enroll in Digital Banking? Run into questions? We're here for you! Stop by your local branch, or contact Customer Service at 414.761.1000 (toll-free at 888.686.7272) for more information. ✉



2020 IRA Contributions

The last day to make Traditional or Roth Individual Retirement Account (IRA) contributions for the 2020 tax year is Thursday, April 15, 2021. The 2020 contribution limit is \$6,000 with a catch-up contribution of \$1,000 if you are over 50 years of age. Contact Customer Service at 414.761.1000 (toll-free at 888.686.7272) for more information.



Ask the Expert

Pam Zorko, Community President,
West Allis/Greenfield Ave

Q: As I begin the New Year I'd like to make a better effort to track my spending and stick with a monthly budget. What types of features does Digital Banking offer to assist with this?

Budgets are top of mind for many people, and luckily Digital Banking offers solutions to help make managing your finances a breeze! A great starting point in establishing your budget is with Account Aggregation. You can link all of your financial accounts, including those with other financial institutions, to provide a more thorough overview of your financial situation.

Next, you'll want to consider your budget categories. Choose from the pre-selected options or customize them to better classify your expenses. The more detailed you are in establishing your categories, the harder the App will work for you in determining your spending habits.

From here, you can view your spending, budget, trends, net worth, and debts at any time, all via Financial Tools. And, if you're a visual person like me, you'll appreciate the automatically generated monthly budgets, sub-budgets, charts, and graphs.

I encourage you to take time to explore everything that Digital Banking has to offer. You may even save a few dollars, like I did! By taking advantage of the many tools of the App, I was able to more easily identify monthly subscription expenses that were no longer worth the cost.

With Digital Banking, 2021 is looking brighter already! ✉



If you have specific questions about any banking products that you would like addressed in this column, please send your inquiry to: "Ask the Expert," WaterStone Quarterly, WaterStone Bank, 11200 W. Plank Ct., Wauwatosa, WI 53226. "Ask the Expert" is intended to provide general information and is not intended to provide terms and conditions of any bank product. For more information, please visit a branch office, wsbonline.com, or call Customer Service at (414) 761-1000.

Bank Sponsored Events

- March 13 Wisconsin ALS Evening of Hope Virtual Gala
- March 27 St. Thomas More High School's MOREopoly Virtual Auction



NEW for the 2020 - 21 Season: Reserve Your Timeslot!

WaterStone Bank is proud to support Slice of Ice in Red Arrow Park this season. Visit your WaterStone Bank branch drive-up to receive a \$1 off skate rental coupon for Slice of Ice in Red Arrow Park. Coupons are eligible to be redeemed starting January 3, 2021 until February 28, 2021. Visit Slice of Ice's website at county.milwaukee.gov/EN/Parks/Explore/Slice-of-Ice for information on COVID-19 protocols and how to reserve a timeslot for skating.

Currently we are safely open for business at all drive-up windows. Please visit wsbonline.com for up-to-date branch access information.

Bank Hours

LOBBY:	
Monday - Friday	9:00 am - 5:00 pm
Saturday	9:00 am - 12:00 pm
DRIVE-UP:	
Monday - Friday	8:30 am - 5:30 pm
Saturday	8:30 am - 12:00 pm
CUSTOMER SERVICE CENTER:	
Monday - Friday	8:30 am - 5:30 pm
Saturday	8:30 am - 12:00 pm



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WaterStone Quarterly



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In today's complex financial environment, timely insights and prudent guidance are essential to effectively manage your money and work toward your goals. I can help you develop an investment strategy to address your needs and aspirations.

**Call to schedule a
consultation today.**



John Gehlhaart, Sr. Wealth Advisor
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