

WaterStone Quarterly

An Exclusive Publication for the People of WaterStone Bank, SSB



Fall 2021

HERO Program

WaterStone Kids App—
Coming Soon!

Tips for First-Time
Homebuyers

Benefits of Debit Cards

Health Savings Account

— AND MORE —

Pandemic Gains

There's no doubt that the pandemic has been a difficult time and left footprints on all of our lives. But, if you view it with a glass half full mentality, there were actually a few wins to be had.


Like, for instance, a greater use of digital transformation. In the beginning of the pandemic, digital communication and information exchange became a preferred option for many, but as the pandemic heightened it quickly became the only option. Consumers adapted, and those who were more reluctant converted. It caused the digital future to advance at a quicker speed than usual, and become the present we're all living today.

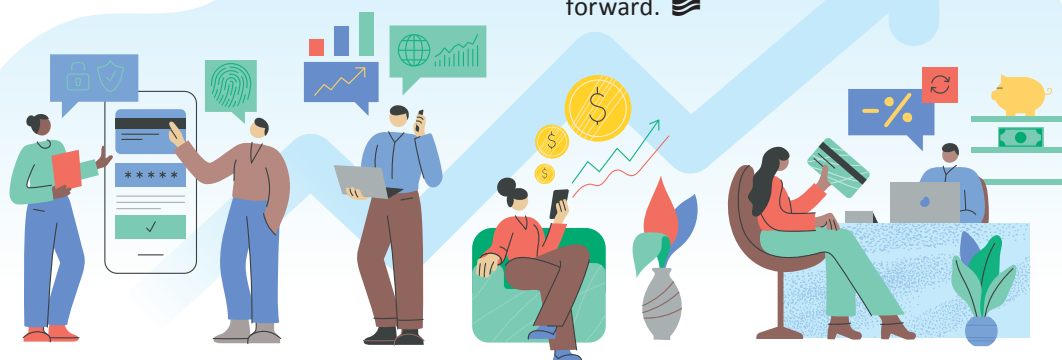
For us at WaterStone Bank, that came in the form of Digital Banking. Consumer and business customers began enjoying a streamlined, integrated, and secure banking experience, with enhanced security, new technology and better account management tools. And, how about the ability to combine your WSB

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 is ideal! With nearly 1.5 million logins, we know you're just as pleased as we are!

In addition to the strides we've made in technology, there were bank regulatory rules that evolved to provide customers with easier access to their money during the pandemic. Thanks to the Federal Reserve Board, WaterStone Bank customers can now make more than six payments or withdrawals per month

from their savings and money market accounts. The bank will no longer require customers to change their account type from a savings or money market into a checking account once they have hit the regulatory thresholds. Funds are now able to be transferred back and forth between savings and money markets to checking accounts without changing the account type!

While it's doubtful that life will ever go back to its pre-pandemic state, we can count on a larger swing towards online experiences and conveniences going forward. 



Are You A Medical Professional? Join HERO Today!

Every day, heroes put their lives on the line to ensure our health and safety. In recognition, WaterStone Bank is proud to offer exclusive benefits and savings features to recognize and thank these unsung heroes for their epic service to our communities.

HERO (Honoring Emergency Responding Officials) is an add-on feature for personal checking accounts and offers many benefits, no fee ATM transactions, no fee overdraft protection transfers, no fee wire transfers, no fee money orders, and enrollment and annual gifts tailored with heroes in mind.

Did you hear that the HERO Program recently grew? That’s right! We extend a great big welcome to all medical heroes, including nurses, doctors, and hospital/clinic staff. Together with currently employed or retired service members, Emergency Medical Technicians, Fire Department, and Police and Sheriff’s Department personnel, we hope you enjoy the exclusive account features available to you.

For more information, visit wsbonline.com, stop into your local branch, or contact Customer Service at 414.761.1000 (toll-free at 888.686.7272).

*To enroll in the HERO Program you must show an employee ID, business card, badge or pay stub as proof you are a currently employed or retired service member of the Fire Department, Police or Sheriff’s Department, or a Healthcare Worker, including administrative staff or volunteer Emergency Medical Technicians, Doctors, ad Nurses, and have a WaterStone Bank (WSB) Universal Checking account. Fees that are assessed to your Checking account for withdrawing funds at an ATM with your WSB debit card will be refunded to your WSB Checking account within the next business day. WSB Home Equity Line of Credit (HELOC) annual fee will be refunded to your WSB Debit Card will be refunded to your WSB Checking account within the next business day. WSB HELOC (Home Equity Line-of-Credit) annual fee will be refunded to your WSB Checking account within 30 business days of the fee being assessed to your HELOC. \$500.00 will be credited to your WSB Checking account within 30 business days of closing your 1st mortgage home loan with WSB and setting up autopay from your WSB Checking account. You may only receive this benefit one time with WSB. Free Heroes edition checks will be provided by WSB and this benefit does not include reimbursement of other check designs you have previously purchased or plan to purchase. Free Gift will be provided annually in September if at that time your average balance of deposit accounts you own is greater than or equal to \$2,500.00 or you have a WSB HELOC or 1st mortgage home loan. All benefits and features for the HERO Program are subject to change at any time. WaterStone Bank (WSB) offers foreign currency exchange services of more than 50 currencies at four WSB locations: Franklin, Oak Creek/27th St., Wauwatosa/State St., and Waukesha. Fees will be waived for Classic Club, Student, MVP and HERO program customers up to two times annually. The currency exchange rate used at WSB may differ than the daily rate of exchange and are subject to daily fluctuations. A \$10.00 fee is assessed for orders and return orders; fee is subject to change at any time. Currency orders placed and not picked up within 10 business days are subject to a return fee and any depreciation. Please see a WSB banker for more details.



Kids App. . .Coming Soon!



Many kids are ready to begin learning about finances much younger then we think. It can be challenging though, to know where to begin.

Stay tuned for a new app tailored to our little savers! It’s not your average kids app. With something for everyone, kids ages two through 12 can learn life-long financial skills through age appropriate games and activities. Best of all, it introduces topics so that families can have conversations that build upon vital financial concepts. As an added bonus, children can get a taste of Digital Banking by tracking their account balance and setting savings goals via the app without any money movement.

At WaterStone Bank, it’s all here for you, and your family!

Business Highlights



Structuring Your Business Loans

By Doug Gordon, President & CEO, WaterStone Bank

Are you looking to finance purchases and manage credit needs with loans tailored to suit your business? You may be wondering about the types of business loans that are available, as well as how to properly use them.

WaterStone Bank focuses on providing time-saving options, allowing enhanced growth and organization to your business plan. We look at your entire credit needs and work with you to customize products and services to best fit your short and long term goals. With proper structuring, your loans will match your asset structure and maximize your cash flow.

Types of business loans:

- 1. Business Line of Credit**
A line of credit used to support increases in your account receivables and inventory from sales growth or seasonal

sales. The line goes up as sales increase and gets paid back as sales contract, or profits are available to retire the line. The line should have a zero balance sometime during the year.

- 2. Term Loan**
Unlike a line that gets paid out of contracting current assets, a permanent working capital loan gets paid monthly out of profits over a 3 to 5 year period. This type of loan supports quick sales growth that cannot be retired during the year. An excellent tool for a young, growing business.

- 3. Equipment Loan**
A loan on monthly payments for 3 to 10 years, matching the life of the equipment. Analysis should show you are creating enough profit on the equipment to retire the loan over its term.

- 4. Real Estate Loan**
A long term loan amortized over 15 to 25 years. This type of loan replaces rent expense. A rent versus own analysis should be made prior to purchasing a building for your business. Remember, you make your money in the business and not in the brick and mortar, so do not tie up too much capital in business real estate.

The WaterStone Bank business bankers are experts at structuring your debt to maximize your cash flow. Contact one today at 414.761.1000 (toll-free at 888.686.7272) and learn how we can add value to your business.

The Wall of Worry

You've got plenty of choices these days.

Have you ever heard the Wall Street expression, “markets climb a wall of worry?”

It's the idea that financial markets are constantly on edge. Traders fret about how long a market rally can continue before it runs into trouble. Worry shifts from one news event to the next as traders attempt to build a case whether it's time to go “risk-off” with a portfolio strategy.¹

If you're looking for something to worry about, you've got plenty of choices these days: the Delta variant, inflation, jobs, vaccines, Fed policy, taxes,

unemployment, and so on. There's no shortage of headlines to help boost investors up the wall.

But by early August, the Standard & Poor's 500 index notched its 42nd record closing of 2021. And while past performance is no guarantee of future results, it's important to keep in mind the S&P 500 has moved higher despite the wide range of economic and financial concerns.²

Our role as financial professionals is to help guide and equip clients with the tools they need regardless of what news “worries” the financial markets. We

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work with professionals who monitor the economy and interpret how the recent news may influence the overall trends.

If you find yourself worried about the financial markets, please reach out. We'd welcome the chance to hear your thoughts. ✉



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Investing involves risks, and investment decisions should be based on your own goals, time horizon, and risk tolerance. The return and principal value of investments will fluctuate as market conditions change. When sold, investments may be worth more or less than their original cost. The S&P 500 Composite Index is an unmanaged group of securities considered to be representative of the stock market in general. Index performance is not indicative of the past performance of a particular investment. Past performance does not guarantee future results. Individuals cannot invest directly in an index.

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Citations
1. Investopedia.com, December 4, 2020
2. MarketWatch, August 3, 2021

Featured Nonprofit Partnership: Sojourner Family Peace Center



A longtime partner of WaterStone Bank, Sojourner Family Peace Center is the largest nonprofit provider of domestic violence prevention and intervention services in Wisconsin, serving over 11,800 clients each year. Sojourner's primary goals are to ensure the safety of victims of family violence and provide a pathway out of violence for victims and abusers through opportunities to make positive and lasting changes for themselves and their children.

Each year, Sojourner hosts a Back-to-School Drive to make sure kids are prepared for the new school year while they are experiencing tremendous transition. Sojourner partners with MPS social workers to ensure all Sojourner

families have access to the supplies that will lead their student to success.

WaterStone Bank was thrilled to return as the Back-to-School Drive sponsor! With the help of Sojourner supporters and WaterStone Bank employees and customers, a total of 234 notebooks, 218 folders and 133 packs of no. 2 pencils were donated. These efforts will help set at-risk children on the path to academic success, and will also ease the financial burden for survivors.



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 non-profit 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:
October 20 | November 24 | January 5

Four Tips for First-Time Homebuyers

Are you considering purchasing your first home? You're in good company.

Last year, nearly one-third (31%) of those who purchased homes were first-time homebuyers, according to the National Association of Realtors (NARS) 2021 Home Buyers and Sellers Generational Trends Report.

Also, considering that Millennials are the largest homebuying demographic (they made up 37% of the homebuyers in 2020, as reported by NARS), there's no doubt that many people are venturing into homeownership for the first time.

While buying a house is a big undertaking, it can be one of the smartest financial decisions for your future. If you're ready to purchase your first home, consider these tips before you get started:

- 1

Determine Why You Want to Buy a House
Take a look at your current housing situation, your monthly income and debts, and do some research on what exactly homeownership entails – the costs and the benefits alike. While homeownership is an excellent way to build long-term wealth for your future, you need to be sure that it's the right decision for you at this time.
- 2

Monitor and Maintain Your Credit Score
If you've got homeownership on your radar, it's best to start thinking about your credit score as early as possible. While there are a wide variety of loan programs to suit many credit situations, the better your credit score is, the simpler the homebuying process will be for you. Keep in mind: if you're purchasing a home jointly with your spouse or another individual, mortgage lenders use a “representative credit score” — the lower of the two. It's important to make sure everyone listed on the loan keeps their credit in great shape!

- 3

Save for a Down Payment
Many loan programs don't require a down payment, or if they do, it's a small one (less than 5%). However, this route might not be the right fit for you. Although you can get a mortgage with no money down, many homebuyers choose to make a down payment for a myriad of reasons (such as avoiding mortgage insurance payments). Either way, this is a big part of the home purchase process for many homebuyers, and having a reserve in savings never hurts.
- 4

Get Pre-Approved for a Mortgage
Before you head out to look at homes, seek a pre-approval from a mortgage lender. When you're ready to purchase your new home, you'll want to know how much you can afford. Many homebuyers jump right to online real estate listings, but the process goes more smoothly if you first consult with a home loan expert in your area, assess your financial situation, and get pre-approved. Once you're ready to make offers, you can include your pre-approval letter to show the seller you're serious about buying their home.

Ready to go? If you're thinking about taking the leap into homeownership, the bottom line is that it's important to take a step back and assess your situation. If you're feeling stuck, finding an experienced loan professional is your best place to start. ✉



Article provided by **Waterstone MORTGAGE**

Benefits of WSB Debit Cards



Debit cards offer the best of both worlds when it comes to payment options. You get the convenience of a card transaction without the risk of overspending. With a WaterStone Bank Debit Card, the benefits don't stop there. Enjoy features such as contactless cards, ScoreCard Rewards, and SecurLOCK Equip, not to mention the convenience of expense tracking.

Contactless Cards

This tap-and-go technology allows you to make purchases at terminals that accept chip cards by "tapping" your Debit Card to the contactless symbol at checkout. The embedded chip inside the card will populate a unique code specific to the transaction, decreasing the opportunity for fraudulent card activity. Rest assured, your card can still be used by either swiping (at non-chip merchants) or inserting the card (at chip-enabled merchants), and for online transactions too!

WaterStone Bank is issuing Contactless Cards as cards expire or need to be replaced.

ScoreCard Rewards

For each qualifying purchase you make online or in-store using your Debit Card, you will earn points that may be redeemed for merchandise, airfare, hotels, travel packages, experiences, and more! You can choose merchandise from brands such as Apple®, Bose®, Dyson, LEGO®, Pandora®, Weber®, and YETI®. Start shopping today, and watch your points add up!

SecurLOCK Equip

Add an extra layer of security to your Debit Card so that transactions don't take place without your knowledge. With SecurLOCK Equip you can lock your card, set the card to work only where you are, receive alerts, limit transaction amounts and more, directly from your phone.

Tracking/Payment Options through Digital Banking

One of the best benefits of using a Debit Card is the ease of tracking your purchases in Digital Banking. See how much money you spent, where you spent it, and your current balance. Best of all, sync your Debit Card with the budgeting features within Digital Banking and let the app work for you.

At WaterStone Bank we are always looking for ways to provide our customers with convenience and financial peace of mind. Watch for news to come on more convenient features available to our Debit Card users like Apple and Samsung Pay! 📱

We Can Help You Open A Health Savings Account

It's no secret that a Health Savings Account (HSA) is an attractive way to pay qualifying medical expenses for an accountholder and their beneficiaries enrolled in a High Deductible Health Plan (HDHP). This type of checking account allows you to contribute pre-tax dollars to pay for medical expenses not covered by your HDHP, resulting in lower overall health care costs.

WaterStone is thrilled to offer this product to its customers. Enjoy easy account access with a Debit Card and checks, competitive rates, and the peace of mind knowing your savings is ready when you need it. Best of all, receive 1,000 ScoreCard® Reward points with your HSA Debit Card when you create your profile at scorecardrewards.com. With ScoreCard® Rewards, your points can be redeemed for brand name merchandise and travel rewards.

There is no minimum requirement for opening the account. The account carries a tiered interest rate and there is no annual fee. Any remaining HSA funds roll over to the next calendar year.

Visit wsbonline.com, stop into your local branch, or contact Customer Service at 414.761.1000 (toll-free at 888.686.7272) for more information. 📞



Ask the Expert

Cassandra Robel, Community President, Pewaukee

Q: I'm looking to get a head start on my holiday shopping. What types of products or services does WSB offer to ease the stress of holiday shopping?

That's a great question! WaterStone Bank offers a variety of options to aid in easing the stress of holiday shopping, including Debit Card preferences, credit alternatives, and Digital Banking resources.

For instance, with ScoreCard Rewards WaterStone Bank Debit Card holders can earn points for each qualifying purchase made online or in-store. Redeem those points for merchandise from brands including Apple®, Bose®, Dyson, LEGO®, Pandora®, Weber®, and YETI®. ScoreCard Rewards items make for great gifts too! Rack up your points and redeem them for a gift for that special someone.

As you use your Debit Card and build your ScoreCard Rewards points, you may be concerned about losing your card or having your information stolen. With the power of the SecurLOCK Equip app, you can ensure your card never gets used without your knowledge. Turn it off or on whenever you want and set the card to only work where you are. I particularly love SecurLOCK as I tend to misplace my card in the hustle of shopping. You can even set a limit on the transaction amounts and receive instant alerts every time your card is used. Ensure the unpredictable never happens and get complete and total control over your Debit Card by downloading the SecurLOCK Equip app!

Another option WaterStone offers to ease the stress of shopping is the home equity line-of-credit (HELOC). With our HELOC you can use a card or checks to access the equity in your home. Most consumers tend to think of a HELOC as an option solely for home improvement, however you can use it for almost any purchase. Plus, we're currently offering a very low introductory rate for the first year with a low rate each year thereafter.

And don't forget about the WaterStone Bank credit card. There are various credit card products to fit your needs whether you want to earn points or cash back, or simply have a lower introductory rate or 0% balance transfer. In fact, several of our cards even have a low 0% introductory rate. Wanting to build your credit or repair your credit? A secured credit card is a great option to build your credit as you holiday shop! Simply choose your credit limit between \$300 and \$1,000 by putting that amount down as collateral. Many customers find changes with their credit score in less than 6 months! (Please note, it varies by individual.) Once you are comfortable with your credit and choose to close the card, you receive your collateral funds back!

WaterStone Bank offers all of the options mentioned above, in addition to Digital Banking. It's a great tool to aggregate your balances from different financial institutions and monitor all of your spending. Learn more about these and other ways to ease your holiday shopping by stopping by any of our 14 convenient branch locations. Or, give us a call at 414.761.1000 (toll-free at 888.686.7272). At WaterStone Bank, it's all here for you!! 📞

If you have specific questions about any banking products that you would like addressed in this column, please email WaterStoneQuarterly@wsbonline.com, or 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.

Rack up ScoreCard® Rewards Points Utilizing CardSync!

Transfer your payments to your WSB Debit Card through CardSync within Digital Banking and 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.

Haven't 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.

Transfer today and watch your points grow! Simplify your bill paying, and get rewarded at the same time...now that's a win/win. For more information visit wsbonline.com.

Follow WSB on Your Favorite Social Network

Many people consider social media an integral part of their life - whether staying in touch with friends, building new networks, or staying up to speed

on current events. It's also a great way to stay connected to businesses you frequent, like your bank.

You can find 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.

Check it out today! It's an effortless way to make the most of your money and stay connected on the latest happenings!! 📱



Bank Sponsored Events

October 14	Cystic Fibrosis Breath of Life Gala
October 15-16, 22-23	Old World Wisconsin's Halloween Legends & Lore
October 21	Waukesha Education Foundation Evening for Education
October 21	Best Buddies in Wisconsin Champion of the Year Gala
October 23	West Allis/West Milwaukee Recreation Halloween Treats and Treasures
October 28	Waukesha County Community Foundation's Giving Forward Breakfast
November 5	Heroes for Healthcare Gala – A Night to be Honored
November 9	Women for MACC's Designed to Inspire
November 10	Milwaukee Business Journal's Veterans in Business Awards Breakfast
November 18	Hope Center Denim and Diamonds
December 4	West Allis Christmas Parade

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



WaterStone Quarterly is published quarterly for the People of WaterStone Bank SSB. Inquiries and comments may be mailed to Editor/WaterStone Quarterly, WaterStone Bank SSB, 11200 W. Plank Ct., Wauwatosa, WI 53226 or emailed to WaterStoneQuarterly@wsbonline.com. Copyright 2021.



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WaterStone Quarterly



Direct Pay

Direct Pay is a simple way to pay, view, and manage your bills in one place, by linking your WSB Debit Card to your utilities, memberships, subscriptions and more within Digital Banking. Visit wsbonline.com/direct-pay, or scan the QR Code below for details on how to set up this convenient service.

We hope you're enjoying the streamlined Digital Banking experience with access to enhanced security, new technology, and better tools to more conveniently manage your account from virtually anywhere, and on any device!



Scan this QR Code for Direct Pay details.