



WaterStone Quarterly

An Exclusive Publication for the People of WaterStone Bank

MKE AIR & WATER SHOW
TOP WORKPLACE AWARD
HOW TO BUY A HOUSE WITH SINGLE INCOME
MILITARY VALOR PROGRAM
SHOULD YOU DOWNSIZE FOR RETIREMENT

SUMMER 2022

The Milwaukee Air & Water Show - Presented by WaterStone Bank

Milwaukee's Lakefront July 23rd & 24th

The Milwaukee Air and Water Show is Wisconsin's premier, free, family event of the summer! As a non-profit organization, the Air and Water Show supports the local economy and Armed Services community and brings visitors to Milwaukee to experience the best this beautiful city has to offer.

From aerial to water-based acrobatics, the show instills a fascination and love in the audience for the armed forces, aviation, and maritime fun.

Fasten your seat-belts because the 2022 Milwaukee Air and Water Show is prepared for takeoff! After a two-year hiatus due to the Covid-19 pandemic, we are more thrilled than ever for the return of this iconic show.

Purchase your WaterStone Bank promotional tickets today and enjoy CenterPoint Reserved Seating!

Visit wsbonline.com/aws for more information.

Plus, follow along on Facebook, Twitter, and Instagram for special coverage and ticket giveaways!

We can't wait to see you at what's sure to be another spectacular event!



About the WaterStone Bank Foundation WSB 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 a 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:
July 20 | August 24 | September 21

WaterStone Bank Receives Top Workplace Honor!



On Sunday, May 1, in a special edition of the Milwaukee Journal Sentinel, WaterStone Bank ("WSB") was recognized as a Top Workplace in Southeastern Wisconsin!

Over 80% of WSB's employees responded to an optional survey that focused on employer communication, management, and employees' overall engagement in their respective roles.

In addition to being known for its excellent customer service and strong community presence, the Bank provides employees with a flexible work environment, opportunities for personal and professional development, and exceptional benefits.

By valuing and investing in our employees, WSB fosters an unparalleled banking experience for you — our customers. Employees who feel valued are genuinely proud of where they work and demonstrate this pride through consistently excellent customer service.

When visiting our office locations, you will notice our employees strive to make you feel welcome during each visit and even acknowledge many of our customers by name.

If you are interested in joining the WSB Team Apply today at wsbonline.com

Thank you to our dedicated WSB Team – YOU make the difference!



Business Highlights



Business Customer Spotlight: Quality Tank Solutions



At WaterStone Bank, we pride ourselves on the Southeastern WI community! The community is only as great as the local businesses and community members that encompass it, and we can't help but make some noise about some of our outstanding local business customers, like Quality Tank Solutions (QTS).

As a highly skilled team with over 50 years of experience in the stainless industry, they strive to surpass customer expectations and provide the right system for the industry.

From sanitary liquid applications for the brewery, to food and beverage, dairy and pharmaceutical, QTS delivers outstanding customer service by working alongside their customers.

Much like QTS, WaterStone prides itself on outstanding customer service. "And the rest is history," as they say. QTS values the one-one-one, individualized attention they receive. As the business has grown, they've been able to count on WSB to assist with their progressing needs. From business

services to employee services, mortgage services, and more, QTS values the trust they have in their relationships with their business banker and local branch staff. "We feel like we are the only customer."

Let's continue to make Southeastern Wisconsin great by supporting our local businesses - shop local (online or in-person); order delivery services from local restaurants, florists and stores; purchase gift cards; and show your appreciation! Together as a community, let's make sure they feel our support!

Contact a Business Banker today

(414) 761-1000, toll-free at (888) 686-7272
to learn how we can add value to your business.



How to Buy a House with a Single Income

Are you thinking of purchasing a home on a single income? You're in good company!

Since the beginning of the coronavirus pandemic, one-income American households are on the rise. Redfin recently surveyed people who had moved during the pandemic (since March 2020) and found that 29% of households had one income pre-pandemic and 34% had one income currently. The survey also found that two-income households are on the decline; 62% of households had two incomes before the pandemic and approximately 58% have two incomes now.

Remote work options have allowed many families and individuals to save money – not to mention, working virtually gives people the freedom to move to more affordable housing markets. This makes purchasing a home on one income more feasible.

Whether you're single or simply have one source of income between you and your partner – you can still qualify for a mortgage loan. Here are a few tips you may want to keep in mind...

Keep your credit in check.

Knowing your credit score and doing everything you can to keep it in tip-top shape is important for anyone looking to buy a home, but it can be particularly important

for those with a single income. The better your credit score, the more money you can save by securing a lower interest rate or qualifying for a lower down payment.

To improve your credit score, focus on paying off debt you owe – things like student loans, credit card debt, car loans, etc. This will also lower your debt-to-income ratio (another important factor for getting a home loan). It's also important to consistently make your payments on time and in full.

Explore low-down-payment mortgage options.

When you have one income, it can be helpful to keep as much money in your pocket as possible. Choosing a home loan with a low-down payment requirement will help you do just that. There are many loan programs available with low-down payment requirements, such as VA, USDA, or FHA loans.

If you're a first-time home-buyer, there are also an array of down payment assistance programs available. These vary from state to state and can provide as much as 5% assistance for your down payment and/or closing costs.

Get pre-approved with a credible mortgage lender.

You can estimate your budget for buying a house with a single income, but the only way to know exactly how much you can afford is to get pre-approved by a trusted lender. A pre-approval will show you the maximum loan amount you can take out, which will help shape your budget for house hunting.

Plus, once you find your dream home, having a pre-approval letter at the ready will make your offer that much more attractive. It provides the seller with the confirmation that you can provide the funds you're offering up.

While purchasing a home with a single source of income might seem intimidating, it's a viable option for many homebuyers. After all, the benefits of owning a home are endless – you'll build your net worth and experience stability in knowing your housing costs for years to come. The creative freedom, sense of purpose, and security are all added bonuses! 🏡

Article provided by **Waterstone MORTGAGE**



Give the gift of better banking and reward yourself too!

Refer a business and get **\$200[^]**

[^]\$200 Refer A Business bonus will be credited to Referring Business Customer's WaterStone Bank SSB (WSB) checking account after 30 days of the business you refer opening a checking account with WSB. The business you refer cannot be an existing WSB business customer and the new business 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 business you refer in order for you to obtain the bonus. By using the Refer A Business certificate the 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 Business bonus is limited to 3 referrals. For tax reporting purposes, a 1099 form will be issued at yearend to recipients of bonuses. Offer subject to change at any time. Visit wsbonline.com to learn more.

Special Discounts for WaterStone Bank Debit Card Holders

One of the many perks of being a WaterStone Bank Debit Card holder is access to special discounts through our non-profit partners.

It's no secret, we love this community and want our customers to enjoy all it has to offer.

Visit wsbonline.com/wsb-debit-card-discounts to learn how you can save, and check back often for new additions. 🏡



What’s in your wallet?

Article by Don Bray, Chief Information Officer

You’ve heard the commercial with the tagline “what’s in your wallet?”, but have you taken a few minutes to consider the answer?

Crime statistics show pickpocketing and muggings are on the rise. Often the victim loses their wallet, purse, and/or cell phone containing confidential financial information. This scenario is distressing to consider, but the aftermath can be equally traumatic.

If you were to lose these items it’s important to understand the following:

- Which items or information are at risk?
- What are my account numbers?
- How long will it take to freeze or close my accounts?
- What is the contact information for my bank and credit card providers?

The best course of action is to maintain an accurate inventory of the items and information in your wallet, purse, and phone. Keep a list of essential financial information in a separate location so that you can quickly refer to it if needed. If you are planning on traveling, take a truncated list with you (including contact numbers for your bank and credit card providers). You may consider emailing it to yourself for easy viewing online.

Protect yourself today! Complete the exercise of answering “what’s in my wallet?” and store the answers in a secure yet accessible location. 📁

We Salute you with MVP

We’re passionate about honoring veterans! That’s why we created an account program specifically for Active Duty Service Members, Military Veterans, Reserve and National Guard Service Members. Have you heard about our Military Valor Program (MVP)*? It’s our way of honoring you by providing many great benefits and saving features to recognize and thank you for your service to our country.

Enroll today, and begin taking advantage of these great benefits:

- **Upon program enrollment: choose either a Nike baseball cap or license plate frame (car or motorcycle)**
- **Free patriotic checks**
- **No-fee money orders, foreign currency orders, and official checks**
- **No-fee overdraft protection transfers**
- **No-fee wire transfers**
- **No-fee ATM transactions**
- **Refund of your HELOC annual fee**
- **Receive \$500 when you obtain a first mortgage loan on your home from WaterStone Bank and set up autopay**
- **Annual voucher for a free standard size (3’x5’) U.S. Flag**

MVP is our way of thanking you for your service to our country! 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. 📁

*Military Valor Program (MVP) Disclosure: To enroll in the Military Valor Program you must show a government issued military identification card as proof you are an active duty, retired, National Guard or Reserve member or a veteran of the military and have a WaterStone Bank (WSB) Universal checking account. Fees that are assessed to your checking account with withdrawing funds at an ATM with 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 patriotic MVP club 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.

Voucher for a free U.S. Flag will be provided annually in June if at that time your average balance of deposit accounts you own is greater than or equal to \$10,000.00 or you have a WSB HELOC or 1st mortgage home loan. Employees and agents of WSB and affiliates are not eligible. All benefits and features for the Military Valor Program are subject to change. 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 \$20.00 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.

Should You Downsize for Retirement?

Some retirees save a great deal of money by doing so; others do not.

You want to retire, and you own a large home that is nearly or fully paid off. The kids are gone, but the upkeep costs haven’t fallen. Should you retire and keep your home? Or sell your home and retire? Maybe it’s time to downsize.

Lower housing expenses could put more cash in your pocket. If your home isn’t paid off yet, have you considered how much money is going toward the home loan? When you took out your mortgage, your lender likely wanted your monthly payment to amount to no more than 28% of your total gross income, or no more than 36% of your total monthly debt repayments. Those are pretty standard metrics in the mortgage industry.¹

What percentage of your gross income are you devoting to your mortgage payments today? Even if your home loan is 15 or 20 years old, you still may be devoting a significant part of your gross income to it. When you move to a smaller home, your mortgage expenses may lessen (or disappear) and your cash flow may greatly increase.

You might even be able to buy a smaller home with cash (if finances permit) and cut your tax liability. Optionally, that smaller home could be in a state or region with lower income taxes and a lower cost of living.

You could capitalize on some home equity. Why not convert some home equity into retirement income? If you were forced into early retirement by some corporate downsizing, you might have a sudden and pressing need for retirement capital, another reason to sell that home you bought decades ago and head for a smaller one.

The lifestyle reasons to downsize (or not). Maybe your home is too much to keep up, or maybe you don’t want to climb stairs anymore. Maybe a condo or an over-55 community appeals to you. Maybe you want to be where it seldom snows.

On the other hand, you may want and need the familiarity of your current home and your immediate neighborhood (not to mention the friends close by).

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Article provided by John Gehlhaart, Sr. Wealth Advisor,
(262) 696-7170 | JGehlhaart@WSBInvestments.com
waterstoneinvestmentservices.com

Ask the Expert

Erin McCarthy - Assistant Vice President
Regional Manager, Retail Branch Banking

Q: I’m always looking for ways to teach my family how to best manage their money and learn a few things myself. Could you share the best places to access resources like that?

At WaterStone Bank, we value financial literacy and strive to have a library of resources available to people of all ages.

For example, our WaterStone Savers kids app is perfect for youngsters ages two through 12. They 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, Blue’s Jr. Banker members can track their account balance and set savings goals via the WaterStone Savers app* to introduce the concept of digital banking!

Another great resource are the blog posts available on our website at wsbonline.com. With new articles published every two weeks, the quick read content focuses on financial tips and tricks relevant to our current market, like “Ways to minimize the inflation effect” and “Easiest ways to save money on gas”.



If you haven’t already created a Digital Banking user profile, now is a great time to do so. What better way to learn than by doing? Within your Digital Banking profile, you can use the budgeting tools and account aggregation, in addition to categorize spending and create alert notifications to help protect your accounts. Customize your digital banking experience based on how you plan to use it and put time back on your side! Remember, if you experience difficulties in setting up your Digital Banking account, we’re happy to walk you through the process.

Schedule a meeting with our financial experts today by visiting wsbonline.com and clicking on “Schedule an Appointment”.

We’re here just 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 the Customer Support Center at (414) 761-1000.

Do We Have Your Email Address?

We want to keep you in the loop! Receive WSB emails and be the first to know about special happenings, updates, offers, fraud alerts, and financial resources.

At WaterStone Bank our customers and their financial wellbeing are our top priority. Give us a call at (414) 761-1000, toll-free at (888) 686-7272 and verify your contact information on file is current.

We’re here just for you! 📁

Bank Sponsored Events

JULY 7	City of Greenfield Picnic in the Park
JULY 12	City of Greenfield Brews & Bites Concert Series
JULY 12, 14 - 15	Kids Nights at the Zoo
JULY 15	Relay for Life Greater Milwaukee
JULY 16	City of Greenfield Movies in the Park
JULY 20 - 24	Waukesha County Fair
JULY 23 - 24	Milwaukee Air and Water Show
JULY 25 - 31	South Milwaukee Heritage Days Parade
JULY 30	Tosa Farmers Market
AUGUST 6	WI Hero Outdoors Big Bass Battle
AUGUST 11	Village of Germantown Music @ the Pavilion

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 SUPPORT CENTER	
Monday - Friday	8:30 am - 5:30 pm
Saturday	8:30 am - 12:00 pm



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If you love banking here, you'll love working here!
Visit wsbonline.com for a listing of current employment opportunities.

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SCHEDULE AN APPOINTMENT

Visit wsbonline.com and select:



Location



Date



Time



Meet

We make scheduling appointments easy with our online scheduler.
At the convenience of your fingertips, scheduling an appointment online is the easiest way to meet with our financial experts.



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(414) 761-1000



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