



WaterStone Quarterly

An Exclusive Publication for the People of WaterStone Bank

AIR & WATER SHOW RETURNS
GROCERY STORE WITH A HISTORY
MONEY MATTERS MONTH
FINER THINGS AFTER RETIREMENT
PMI KEY TO HOMEOWNERSHIP

SPRING 2024



AIR & WATER SHOW RETURNS



Soaring Back to the Skies

The highly anticipated WaterStone Bank Air & Water Show returns to the Milwaukee lakefront on July 27-28, 2024, at McKinley Park and Bradford Beach. The aviation exhibition promises a spectacular display of aerial prowess, paying homage to veterans, first responders and the armed forces. The star-studded lineup includes the triumphant return of the U.S.A.F. Thunderbirds and the awe-inspiring U.S. Army Golden Knights.

USA's Ambassadors in Blue Return

After a 5-year hiatus, the U.S. Air Force Thunderbirds, known as America's Ambassadors in Blue, will fill the sky over the lakefront with their feats of precision and skill. Flying the iconic Lockheed F-16 Fighting Falcon, the Thunderbirds have dazzled millions of spectators in all 50 states and 57 countries since their formation in 1953.

Parachuting Excellence

The U.S. Army Golden Knights, the world's premier military parachute team, make a triumphant return after six years. Renowned for their world records in aerial competitions and jumps with soldiers and celebrities, the Golden Knights add an extra layer of excitement as they perform daring skydiving stunts.

Frecce Tricolori Add International Flair

Bringing an international touch, the official aerobatic team of the Italian Air Force, *Frecce Tricolori*, will showcase their skills with solo and group maneuvers. Hailing from Rivolto, Italy, they are recognized as one of the world's top aerobatic teams, performing feats that promise to captivate audiences.

WaterStone Bank's Community Commitment

As the title sponsor, WaterStone Bank is gearing up to share the excitement of the Air & Water Show. **"The event is a summer staple enjoyed by families in our community and throughout the state,"** says President and CEO Bill Bruss, who acknowledges the show's impact in spotlighting Milwaukee.

"The support from WaterStone Bank is vital," says Paul Rogers, the show's president and founder.

Originating in 2002, the Air & Water Show has evolved into Wisconsin's largest free event, leaving a substantial economic impact on Milwaukee's local economy. Beyond the thrilling displays, the show serves as a platform for educating curious minds about aviation, fostering excitement and appreciation for flight. ✈️

Business Highlights



Grocery Store with a History Gets Fresh Start with WaterStone Bank

Interview with Maria Rupena of Rupena's Fine Foods

WSB: Maria, thanks so much for taking the time to meet today. What can you tell us about Rupena's history?

MR: The family business got its start with my grandfather, John S. Rupena, who bought a butcher shop at the young age of 17. He founded Rupena's Fine Foods in 1925 on Holton Street, and my father, John W., worked alongside his dad as he grew up. In 1951, the store moved to Center Street, and then in 1984, we relocated here [76th and Beloit]. I'm proud to say that in every location, we've continued the family tradition of serving the neighborhood and all our customers with quality meats and specialty foods.

WSB: Your butcher counter and meat selection are well-known—can you share some insights into what sets it apart?

MR: Certainly, our butcher shop has been the heart of our business for generations. We take pride in offering all-natural, made-

from-scratch foods. One of our most beloved offerings is our sarma, a specialty made with pickled cabbage leaves and seasoned pork-and-rice filling.

WSB: It's clear that Rupena's holds a special place in the community. How have you worked to maintain this connection?

MR: Building ties with our neighborhood has always been something we do. We're proud to serve the residents surrounding our store. If someone needed help, my dad would tell them to pay what they could, and repay him over time. "We'll take less so somebody has more," was a lesson that I got from my parents.

WSB: We understand you have some exciting plans for the future, including the addition of a catering hall.

MR: We're in the process of adding a venue to our business lineup. The space is located on the corner of this complex and will feature

the beautiful oak barrel ceiling that we found during renovation. We'll be offering our house-made specialties served family style, which will be a unique experience for our customers.

WSB: Speaking of expansion, can you share how WaterStone Bank has supported you in achieving your goals?

MR: We faced some setbacks several years ago, and got a fresh start with WaterStone Bank. Over the past decade, WaterStone Bank has given us support and guidance in weathering challenges and pursuing opportunities for growth. We've added new equipment and upgraded infrastructure, and gotten expert advice along the way. I truly consider Jeff Jarecki and the team at WaterStone Bank not just our bankers, but friends and partners.

WSB: Thanks for sharing your insights! We wish you continued success and look forward to seeing your contributions in the community! 🏪

Contact a Business Banker today

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

\$ MONEY MATTERS MONTH

It's crucial for everyone to stay informed about current scams to protect their financial and personal security. By remaining aware of common scams, everyone can defend themselves against financial fraud and identity theft.

GET SAVVY, STAY AHEAD OF SCAMS

1

Mail Theft

Prevent mail theft by dropping off checks inside your local post office.

2

Spoofing

Watch out for scammers mimicking trusted sources to deceive you. Refrain from disclosing any information.

3

Stay Vigilant

Review your bank statements regularly for any suspicious transactions.

Smishing

Exercise caution when clicking links in text messages from unfamiliar sources. Verify the sender's details before clicking any links.

4

Unsolicited Checks

Be wary of unexpected checks in the mail—they could be part of a scam. Avoid accepting checks from unknown senders.

5

Skimming

Beware of fake devices and attachments on ATMs and card readers. Opt for tap-to-pay, if possible.

6





Unlocking the Door to Homeownership: A Closer Look at PMI



For mortgage information, contact:

Peter Salamone, Residential Mortgage Loan Officer

PeterSalamone@wsbonline.com | (414) 459-4579

If you're thinking about buying a house, your research into homeownership might have revealed a whole new set of terms and definitions. Here we explain how understanding one of those concepts—Mortgage Insurance and its subset Private Mortgage Insurance—can be key to helping you make the best choice as you shop.

Buffer Against Financial Storm

Mortgage Insurance, or MI, includes various types of policies that act like a safety net for mortgage lenders if, for some reason, a borrower defaults on a loan. Securing a policy that will protect the lender in turn opens up opportunities for potential home buyers who might need a little help getting into the housing market.

Why PMI?

For many aspiring homeowners, coming up with a 20% down payment can feel unattainable. This is where Private Mortgage Insurance, referred to as PMI, can come to the rescue. PMI is a common type of policy that applies specifically to conventional loans with down payments less than 20%. It covers the gap between a smaller down payment and the risk threshold that lenders typically look for. Even though the policy serves to protect the lender, the policyholder for PMI is actually you, the borrower.

Theoretical 3%

Let's imagine that you're eyeing a \$200,000 home, but can't quite come up with the 20% down payment to secure a conventional loan. However, you can afford a 3% down payment of \$6,000, plus you opt for PMI. In this scenario, the resulting loan amount of \$194,000 with a PMI rate of 0.5% means your estimated monthly premium would be approximately \$80.83 on top of the mortgage payment.

Goodbye, PMI

The good news is that the monthly PMI charge is temporary: Once the loan-to-value ratio reaches 80%, you can request cancellation of the policy. Using the above scenario, the decrease of your loan to \$160,000 triggers the shutdown. In addition, the increase in your home's value over time can cause the policy to end. Favorable changes in one or both of these adjustment factors will allow you to bid farewell to PMI.

Understanding what PMI can do for you as a home buyer on a budget is crucial. Armed with knowledge of planning for and canceling PMI, you're on your way to finding that dream home. Happy house hunting! 🏡

Be the first to know!

Emails from WaterStone Bank are an easy way to learn about special happenings and 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! 📞



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The WaterStone Bank partnership with Clover® gives you access to a variety of point-of-sale systems and solutions that can help you grow your business. With Clover, you gain flexibility that allows your customers to pay how they want, whether it's debit, credit or touchless. In addition, business-building tools and marketing resources help you to streamline operations and drive growth.



Effortless Payment Processing

Clover accepts a wide array of types of payments—credit, debit or gift cards, checks or cash, and contactless payments. You can also seamlessly manage transactions and track authorizations, refunds and tips.



Efficient Business Management

Clover simplifies business tasks such as time sheets, payroll, marketing and accounting. The Clover Dashboard lets you keep an eye on things from practically anywhere, and gives you real-time insights into sales, inventory tracking and overall performance.




Business Growth

Tap into the marketing capabilities of Clover by connecting with repeat customers, as well as finding new ones using personalized social media promotions and targeted messaging.



U.S. Flag Service

If you have an American flag in need of proper retirement, we can help! WaterStone Bank customers are invited to drop off worn flags at their local branch for a complimentary flag retirement ceremony (no limit).

It's just one of the extra special ways we've served the community for more than 100 years. 



Yes, You Can Still Enjoy the Finer Things after You Retire

Even after retirement, you can maintain your standard of living if you plan properly in advance. To live comfortably, spend some time now to determine how much money you'll need.

After concentrating on your career for so many years, it can seem a little intimidating to finally retire. There's no reason your lifestyle should suffer during your retirement years if you plan well now.

Develop your vision of retirement.

One of the first things to tackle as you approach retirement is to decide how you want to spend your time and money after you stop working. For some, it may mean extensive travel, for others, it might be contemplating a move to a new location or perhaps taking up a long-deferred hobby. By giving the matter some thought now, you can begin gauging how much money you'll need later on.

Take inventory of your financial resources.

Although your primary income will go away after retirement, you will still be receiving multiple cash inflows. Calculate the money

you'll be getting from Social Security, your retirement accounts, annuities, non-retirement portfolio, and any business interests you plan to maintain. In addition, factor in any assets you may sell—you may want to relocate your home or sell secondary property.

View your retirement in phases.

You may live for decades after you retire so it makes sense to view the big picture. You can strategically manage your resources and lifestyle expenses by viewing your retirement in short- and long-term phases. In the initial phase, you'll begin collecting Social Security benefits and required minimum distributions from your retirement accounts. When you enter your mid-70s, you may begin relying on your longer-term investments. By planning and updating each phase, you can help ensure the continuity of your preferred lifestyle.

Be realistic about your expenses.

Something as simple as a budgeting spreadsheet can clearly lay out your spending requirements after retirement. It would be wise to take into account both your fixed expenses and your discretionary spending. You need to understand the potential tax implications of your plans and anticipate unplanned events. A review of your insurance safety net can reveal whether you have adequate coverage to handle future risks.

Your financial professional is here to help.

With so many variables factoring into your retirement plans, it's a smart idea to work with an expert who can confirm and challenge your assumptions. Contact me today to schedule some time to review your retirement plans. Together, we can address the issues that can determine the quality of your lifestyle in your golden years. 📞

WATERSTONE
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Ask the Expert

Laura Christenson

Community President, Wauwatosa Branch


Q: Can responsible use of a credit card help me build up my credit score?

The short answer is definitely. The longer answer is that, while responsible use of a credit card is a great strategy for helping to build your credit score, it requires careful attention to a few key factors. First, always pay your monthly bill on time. Second, keep track of your credit limit and avoid maxing out your card. Last, make more than the minimum payment each month, as even a couple of extra dollars has a big impact.

For those with a limited credit history or who are looking to improve their credit, WaterStone Bank has several options to suit different needs. The Visa® Secured Card and Visa® Max Cash Secured Card require a security deposit which then serves as your line of credit. By sticking to spending limits and being punctual with bill payments, these cards will help you gradually build your score. For students, our Unsecured Visa® College Real Rewards Card is a solid starting point on the journey to establishing credit.



Keep in mind that the journey towards building credit isn't limited only to secured cards. Our Visa® Platinum Card, featuring a low introductory rate for an extended period, is a great choice for large purchases or paying down debt. Other products, such as the Visa® Everyday Rewards+ and Max Cash Preferred Cards are great choices that offer rewards for everyday purchases. For those who love to travel, our Visa® Travel Rewards+ and Visa® Reserve Rewards+ Cards maximize rewards on travel expenditures.

Credit cards can be an important tool to build your credit, but their effectiveness relies on using them responsibly! Be mindful of your spending, ensure timely payments, and try to exceed your monthly minimum payment. Remember that building credit is a process, and every step forward will contribute to your success. 

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

Bank Sponsored Events

April 12	Blue Jeans and Bling (Susan G. Komen)
May 3	Charlotte's Web Performance (Sharon Lynne Wilson Center)
Wednesdays	Quizmaster Trivia (Hoyt Park and Pool) begins June 5
June 15 & 16	Hartfest
Wednesdays	Tosa Tonight Concert Series begins June 19
June 22	Ride for Veterans (Veterans Outreach of Wisconsin)
June 23	Tosa Village Classic
July 13	Great Milwaukee Relay for Life (American Cancer Society)
July 27 - 28	Milwaukee Air & Water Show
August 6	National Night Out: Germantown, Oak Creek, Waukesha, Wauwatosa
August 28	First Responders Fest in Hart Park

Bank Hours

LOBBY

Monday - Friday
Saturday

9:00 am - 5:00 pm
9:00 am - 12:00 pm

DRIVE-UP

Monday - Friday
Saturday

8:30 am - 5:30 pm
8:30 am - 12:00 pm

CUSTOMER SUPPORT CENTER

Monday - Friday
Saturday

8:30 am - 5:30 pm
8:30 am - 12:00 pm





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