Choosing your FINANCIAL INSTITUTION

BROUGHT TO YOU BY

TRUST FEDERAL CREDIT UNION
www.trustfcu.com

- IT'S A -
MONEY THING®

Let's start with THE BASICS

CREDIT UNION

- Member-owned financial co-operative
- Not for profit— excess earnings are distributed to credit union members in the form of profit-sharing, lower loan rates or higher yields on savings

CREDIT UNION

- Run by a volunteer board of directors who are elected by fellow credit union members
- Members can vote on how their credit union is run
- Membership eligibility is typically vary; make sure you check with your local credit union

BANK

- Shareholder-owned financial institution—not owned by bank customers
- For profit—profits not shared with bank customers
- Run by paid board of directors, not necessarily bank customers

BANK

- Customers have no say in how their bank is run
- Open eligibility; anyone can be a customer

PIGGY BANK

- Owned by you
- No costs, earnings or profits
- Limited features and security
- Susceptible to dust and breakage

Think about

YOUR ACCESS

BANK

CREDIT UNION

Access to money while traveling

The big banks have ATMs in most major cities. This will give you free access to your money nationwide.

Unlike national banks that have ATMs across the country, credit unions are typically community based, with far fewer locations.

BANK	CREDIT UNION

Access to money while traveling

However, if you need to use another financial institution or convenience store ATM, get ready to pay a higher service charge.

However, they often belong to ATM networks that allow you to use other credit union or convenience store ATMs free of charge.

BANK	CREDIT UNION

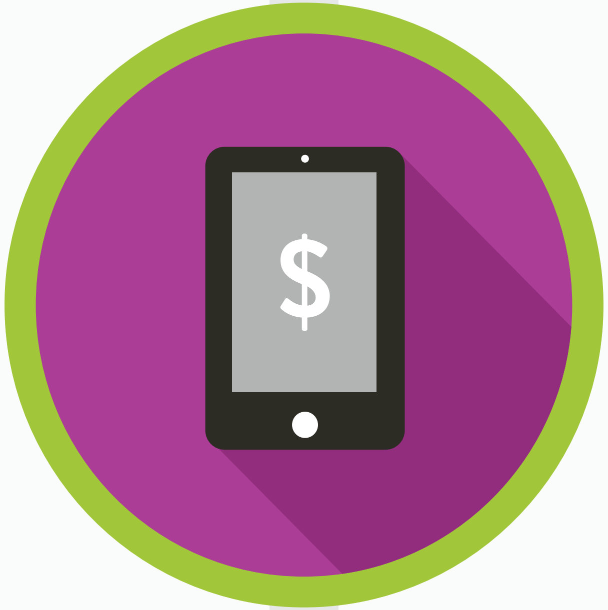
Largest surcharge-free ATM network

16,000	**30,000**
Bank of America	CO-OP ATM Network

Is there an app for that?

BANK

Banks, especially the larger ones, typically offer great technology. Banking apps will support your love for on-demand banking on your smartphone.



CREDIT UNION

You may not think that credit unions provide the latest technology; however, most have caught on and provide mobile apps that are comparable to the apps from the banks.

Think about

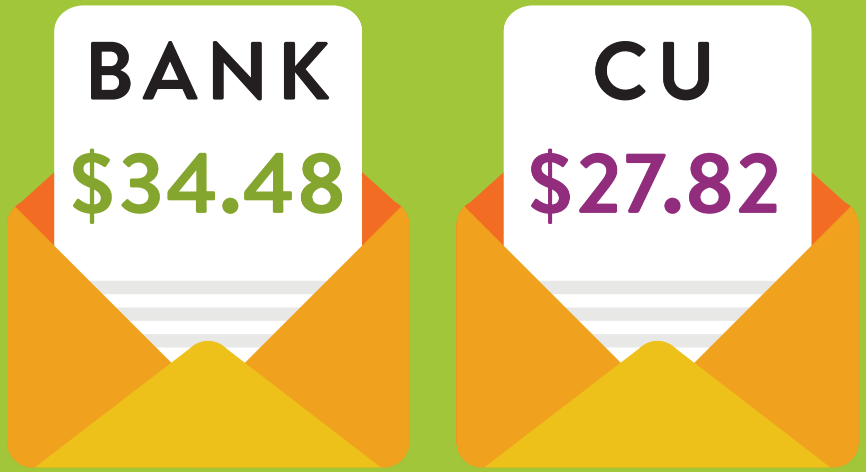
YOUR MONEY

On average, the largest credit unions have **lower fees than the largest banks.**

Credit unions have
LOWER FEES

Average
online monthly
bill payment fee

Average fee to use another financial institution’s ATM



Average
overdraft fee

Credit unions offer

HIGHER YIELDS ON SAVINGS

35%

The average credit union account accrues **35% higher interest than a bank account** of the same type.

Banks and credit unions are

EQUALLY SAFE

The National Credit Union Administration (NCUA) protects the money you have in a federally insured credit union up to $250,000. This is the same protection offered by the Federal Deposit Insurance Corporation (FDIC) for the money you might have in a bank account.

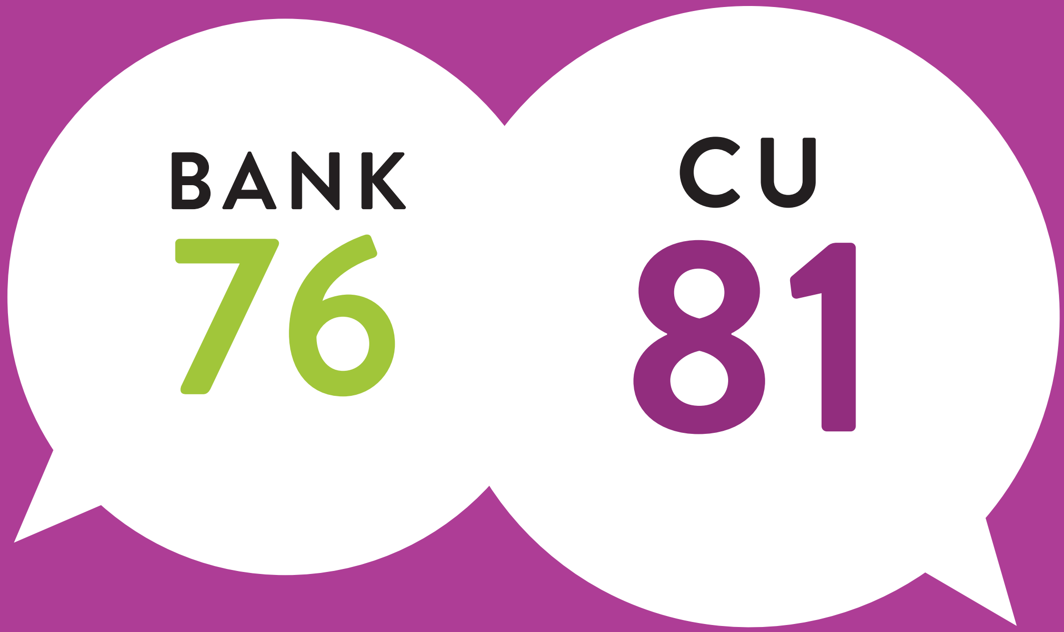
$250,000
coverage

Think about

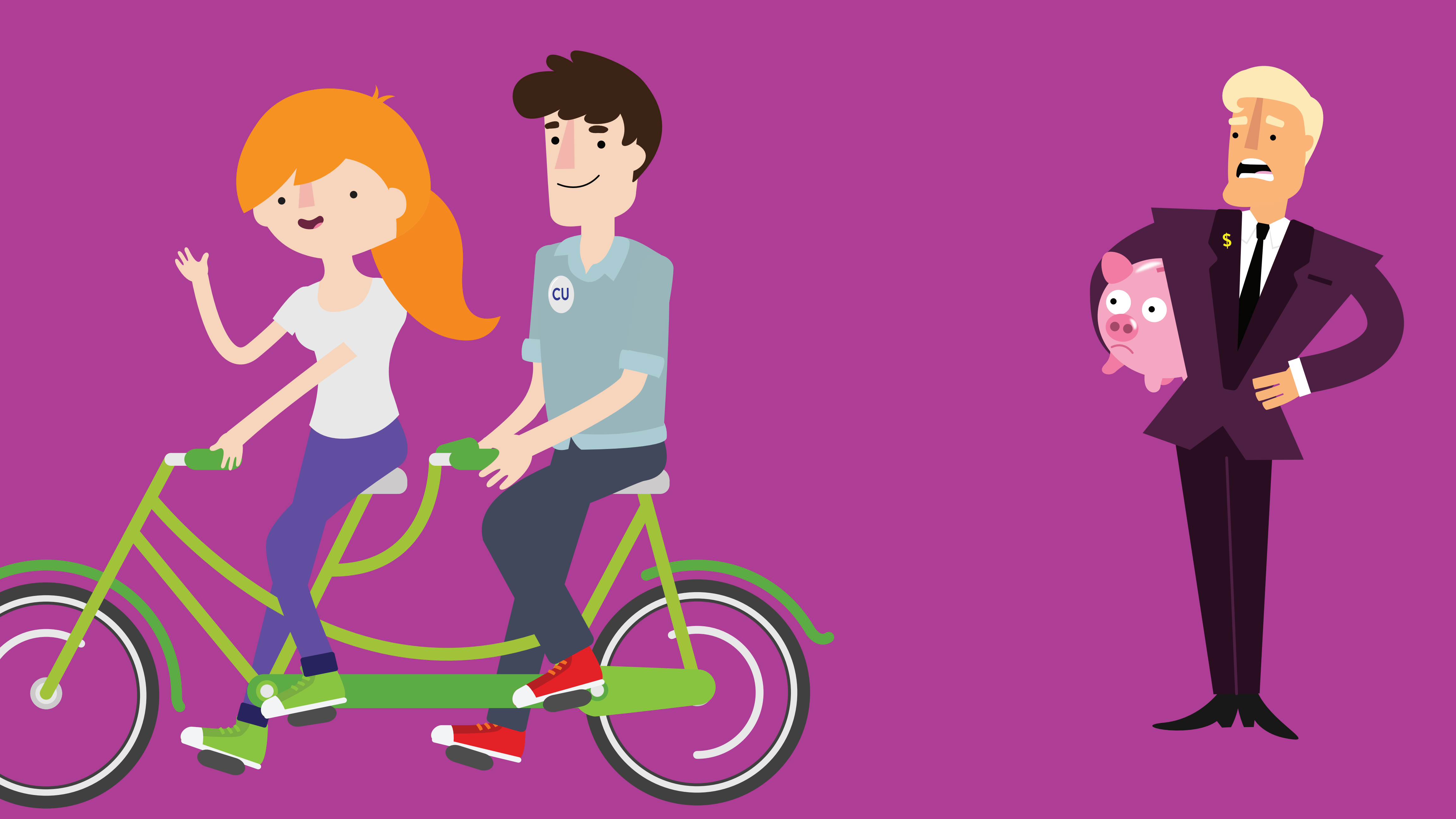
YOUR SATISFACTION

When customers weigh in, credit unions win.

Banks fell short of credit unions in the American Customer Satisfaction Index in 2015.



The lowest-scoring financial institution is also the largest: Bank of America, with a score of 68.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Sources: American Customer Satisfaction Index, American Bankers Association, Consumer Reports, Credit Union National Association, Datatrac, Forbes, University of Wisconsin Center for Cooperatives, *U.S. News & World Report* and Wise Bread

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