



OUR NEIGHBOR CONNECTION NEWSLETTER

Your Bank For Life



Jason Winter
President

Recently, a customer in her 80's stopped in the bank for help. She received a check in the mail and didn't know what it was for or why she received it. She needed help verifying if this was a legitimate check or just another fraud scheme. The bank employee who helped her did the necessary research and was able to determine what the check was for and that it was in fact "good."

I was told about this situation a few days later and it got me thinking about how our approach to banking helps different groups of people. We are not just a bank for the 30 – 55 age demographic. The way we do things, we really are your bank for all stages of life.

For the younger generation, once they get their first job, they'll also need a checking account and debit card. Like most other banks, we have all the technology they need including an easy-to-use phone app with mobile deposit. We have the ability to link the child's account to the parents in online banking and on the app to make it easy for you to help monitor the account. This has worked really well for parents of college students too! While we understand the importance of technology, what sets us apart is we invest in people you can actually talk to instead of investing in a chatbot for our website that attempts to answer your questions. I feel the formula for quality customer service is pretty straightforward. When you call Citizens during normal operating hours, you should expect a person to

answer the phone and for our staff to have the appropriate knowledge and expertise to help with your situation.

For the people looking to buy a home, build a home, or refinance a home, we have you covered. Our home mortgage team has the experience to make this complicated transaction seem smooth. Unlike the rest of the mortgage world, the staff at Citizens is not paid on commissions and will not be delivering the hard sales pitch to get you to sign on the dotted line. Our approach is the opposite in that we believe transparency is key to long-term banking relationships. We will provide you multiple options, educate you along the way, and let you choose the option that is best for you.

For the business owners and farmers, our lending decisions are made locally by people you know. We can tailor a loan to meet your needs and we're also experts with programs offered through SBA and Farmer Mac. We use common sense underwriting and have the flexibility to work with you as your needs change.

For the people in their retirement years, we offer everything above, and we also offer advice. It's a daily occurrence that we have a customer relying on the bank to provide a service to help them navigate life.

Our accounts are set up in a simple manner where we aren't trying to play the gotcha game so we can charge fees. Our internet banking allows access to accounts 24/7 so you can move around and still have a hometown bank. And our staff remains accessible and knowledgeable for the times you need to talk to a real person.

While customers' lives may change, Citizens still has banking covered for all stages of life.

Person to person. Neighbor to neighbor. Yesterday, today and tomorrow.
www.CitizensStateBankNYA.com

Shared Values



Matt Brakefield
Investment Representative

Happy Independence Day to all proud Americans out there! I for one believe in our country even when things look rough. This belief has zero to do with our elected officials or the current state of our government and its poorly run and sometimes corrupt agencies.

The reason for my belief is the great people of this country that I meet and talk to every day. We hold many common values including faith, our families, work ethic and a desire to help our neighbors. Often when the

conversations in my office turn to the troubles in our country, I will remind people that one of our most important jobs is to share these values with those in our circle so our kids, siblings, grandkids and so forth understand these values and their worth. Chances are that you are a person of those core values make sure you pass them on as well.

I would like to get to know you and your values. To do this I have an event coming up on Saturday September 23rd. It is our annual client appreciation Car Show. If you're reading this consider yourself invited. Simply call the office to get on our invitation list. I'd love to have you and your family come and get to know me and my practice.

In other exciting news we are now offering Medicare Insurance plans. We represent multiple providers and are open to the public. The goal is to make the complicated as simple as possible and to be thorough in helping you understand your Medicare plan choices. With open enrollment right around the corner we would appreciate you considering us for your health insurance needs!

Call me or Beverly to schedule an appointment or to inquire about the coming events at 952-467-3276.



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Businesses Can Count on CSB



Dan Traxler
Sr. Vice President / Sr. Lender

All banks are not the same. Where a business does its banking can make a huge difference on a regular basis.

When a business has a key piece of equipment break down and needs funding fast, it can't afford to wait for weeks for some bank committee made up of people they've never met to make a loan decision. Citizens remains a community focused bank striving to be a dependable financial partner with its customers. Long rooted in the community, our local and timely

decisions help businesses we serve succeed.

When a business is looking to capitalize on a potential business opportunity and isn't sure of the best way to finance it, the loan officers at Citizens have you covered. Our team has the knowledge and flexibility to wade through the details to help you come up with the right financing solution for you. We provide a variety of funding options ranging from commercial real estate, business operating, machinery and equipment financing, to options using U.S. Small Business Administration (SBA) Loans.

Citizens values the relationships we build with our customers. The bank embraces a wide variety of businesses and is willing to think creatively to reach solutions necessary in today's business world. Thinking outside the box is what we do daily.

Thank you if you are a current customer. If you aren't a customer yet but are seeking out the best situation for your business, stop in today!

Tips to Avoid Payment App Scams

Scam attempts come in many different forms. Payment app scams through companies like Venmo, Zelle and Paypal are common. Here are a few tips to try to avoid being scammed while using a payment app.

- Payment app scams often start with a call or text. If you get an unexpected call, just hang up. If you get an unexpected text, delete it. Even when they seem legitimate, you should always verify by calling your bank or payment app's customer service number.
- Use payment apps to pay friends and family only. Don't send money to someone you don't know or have never met in person. Payment apps are just like handing cash to someone.
- Raise the alarm on urgent payment requests. Banks do not use high pressure tactics.
- Avoid using unusual payment methods. Banks will not ask you to pay bills using a payment app.
- Scammers can "spoof" email addresses and phone numbers to look like your bank.
- When in doubt, call the bank directly using the number on your card.

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Banking Tidbits Worth Knowing

- If you are planning to make a purchase with your debit card that may exceed your daily limit – let us know and we can temporarily raise the limit so the transaction goes smoothly.
- The Pay a Person tab in Bill Pay is completely free and allows you to conveniently pay anyone with your mobile device. It takes less than a minute and all you need is their name and cell number or email address.
- You can turn your debit card on and off with Card Control in the Mobile Banking App. Freeze (block) international, internet, fax or telephone transactions. Simple and fast options to protect your money.
- You can choose e-Statements or paper monthly statements for your checking accounts. You won't get wacked with a statement fee either way.
- Set up customized alerts specific to your checking account activity and balances. Be notified via text or email. A great way to stay informed based upon your preferences.
- Do you need to refresh your memory about a check or deposit that recently hit your account? Quickly view the image in the Banking App.
- Hard to keep up with your financial bookkeeping? There is no fee to download checking account activity into your QuickBooks or Quicken software.
- You can magically make money appear in your account! Well - kind of. Use the camera on your mobile device to quickly and securely deposit a check to your account with Mobile Deposit.
- Sick of having to remember all those passwords? Go to settings in the Banking App and change the login option to a 4-digit pin, or allow it to use your device's biometric security.

Employee Spotlight



David Cloutier
Financial Services Officer

Name: David Cloutier

Position at Bank: Financial Services Officer

Years in Banking: 24

Favorite Board Game to Play: Risk

Favorite TV Shows: All in the Family, The Jeffersons

Memorable vacation you've taken: Road trip to the west coast

Favorite childhood memory: Jumping Bikes

Favorite Quote: A lot of great comedians don't always tell the truth. Rodney Dangerfield, I looked it up, was actually very well respected. He lied the whole time. - Michael Che

Something that most people don't know about you: When I was a teenager, I attended church, on my own, and on purpose.

David lives in Waconia with Sam and Noah and their dog Fox.

Buying or Building a Home?



Nancy Lehman
Financial Services Mortgage Officer
NMLS #1999080

Did you know there are several home loan programs available? Which is right for you?

Construction Loan

These loans are based on the completed construction project. They feature advances to pay contractors as parts of the home are completed. Minimum down payment of 20% is required.

Conventional Loan

Just like it sounds, this is the loan most people will qualify for. Conventional loans can be used on most property types, have many different options for loan types and length of term, and larger loan sizes are allowed. These loans tend to offer the best rates, but

also have the highest underwriting standards.

FHA Loan

FHA loans are insured by the Federal Housing Administration and they're backed by the US government. This is a typical option for many first-time homebuyers. The qualifications are less restrictive for those having a higher debt-to-income ratio or lower credit scores. They also provide options for a reduced down payment.

VA Loan

VA loans are offered to qualified veterans, service members, or their surviving spouse and are backed by the Department of Veterans Affairs. These loans tend to have very good interest rates while also offering forgiving credit requirements, easier qualifying debt-to-income ratios, and even \$0 down payment options.

In House Loan

Sometimes a borrower's situation doesn't meet the underwriting guidelines for the above loan programs (length of employment too short, property has tillable acreage, etc.) We're here to think outside the box and provide other options. These loan requests are reviewed by our team at the bank where we can use common sense underwriting to determine if the loan makes sense.

Exceeding your service expectations are the standards we set at Citizens State Bank. It is our way of bringing you the best in banking. If you are considering buying or building a home, see Citizens Mortgage Officer, Nancy Lehman to discuss your financing and which option is right for you.

Growing a small business with Citizens State Bank!

Citizens helps every time I have a crazy idea I may need to finance as long as it makes sense fiscally and for my business! Recently, they were able to help us with a great loan for a new Bobcat and now my husband and I are able to begin flower farming. With the help from everyone at Citizens, I am able to supply my clients with a truly local supply of florals and grow my wedding design and floral business.

Thanks guys, we look forward to growing with you!

Tiffany & Joe Laumann
Lilly Bloom Acres
Wedding design, event coordination & now flower farm!



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952-467-3000

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www.CitizensStateBankNYA.com



Building relationships with Citizens State Bank

In early 2022, I had formed my business and was looking for a bank that I could work with. I wanted to stay local. After asking around, Citizens State Bank seemed to keep getting mentioned, so I decided to stop in. After meeting with Jason and David, I felt like I had found my bank. Citizens is easy to work with. They are responsive to business needs and are interested in forming relationships that are focused on the needs of both the business and the business owner. Now, just one year later, I don't just have a bank. I have a personal relationship with my bank.

Lincoln Remer
Remer Insulation



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