

Community First Communicator

CEO's Report

In 2010 we had our best year ever in checking account growth and our second-best year in Membership growth. Through the first two-thirds of this year (August 2011 is the most recent month of financials before press time), we had already eclipsed last year's numbers for both checking accounts and new Members. How did this happen, particularly in a "down" economy? It's simple really:

Convenience. With the opening of our new Healdsburg office we have now added three physical locations in the past 10 months. Additionally, earlier this year, we became the first (and still only) locally based financial institution to offer mobile banking via your smartphone. Lastly, we completely revamped our online banking experience, making it faster, easier and even more useful.

Better Rates/Lower or No Fees. We just completed an analysis of our rates versus the Big Four banks that control nearly 60% of all U.S. deposits. The interest we pay is 200% higher in basic savings accounts, 93.6% higher in money markets and 95% higher on a 1-year CD. On the fee side, the advantage you receive by banking with CFCU is even more pronounced: 107% lower to stop a payment, 317% lower for an IRA transfer and 500% better in basic savings.

Local Jobs. More people than ever are realizing that local ownership counts. For example, all the office supplies, furniture, printing, etc., Community First buys are local. All of our deposits are reinvested locally. Big banks extract wealth from Sonoma County to get the best return they can for their shareholders. That helps the economy somewhere, but not here — where you live!

Our formula works because it is doing right by our Members, and right by the local economy. Tell a friend!

Todd Sheffield

Hello Healdsburg!

Healdsburg now has a convenient credit union option to the big banks.



Community First's newest office opened September 6. Located at **32 North St.**, the new Healdsburg office is one block north of the Plaza and a half block east of the community parking lot that is the venue for the immensely popular twice-weekly Farmers' Market. The on-site smart ATM (automatically counts deposits of loose cash and checks without envelopes) is the nearest money machine to the Plaza and Market.

Healdsburg marks a remarkable run of three new offices in the past 10 months for your favorite 12,347-Member financial cooperative. Last November, CFCU opened the first-ever credit union in Sebastopol, serving West County and the Bodega Highway Corridor. In April, we opened the first-ever credit union in Guerneville, serving the Russian River communities.

The interior of the Healdsburg office looks a lot like, well, Healdsburg. Five, 10-foot tall photos of Healdsburg and environs, taken by Community First Member **Scott Mitchell**, grace the wall behind the teller desks. On an opposing wall, a video monitor, mounted among recycled wood planks, displays images of Healdsburg and the nearby vineyards, river and recreation. On that same wall, a blue acrylic band, symbolizing the Russian River, runs the length of the office. There are even

ground-up pebbles from the Healdsburg portion of the Russian River incorporated into the countertops of the public workstations. Private offices in the rear of the space feature industrial grid-windows commonly found in wine production facilities. We are wearing our localness on our sleeve!

Windsor-based **Gary Finnan** of **The GFC Group**, who is also co-owner of Powell's Sweet Shoppe in Healdsburg, designed the interior for Community First.



Staffing the Healdsburg office are **Catherine Brunner**, a 26-year Healdsburg resident who has spent 21 years in the mortgage business, as the on-site real estate loan officer, and **Christopher Joubert**, also a Healdsburg resident, as the on-site financial concierge who helps Members with their transactions.

In addition to being the first financial institution to introduce "smart" offices to California, Community First was the first to introduce envelope-less, instant-receipt ATMs to Sonoma County, and the first locally owned financial institution to offer mobile banking.

COMMUNITY **first**
CREDIT UNION

www.comfirstcu.org



Auto Loans in Mendo & Marin

Community First is indigenous to Sonoma County, of course. But we also have cooperative agreements with new and used auto dealers throughout Marin and Mendocino counties to provide you with Community First auto loans without ever leaving the dealership. That's convenience.

Shop for your next ride in Sonoma County, or in either adjoining county, to get the best "insider" Community First rate. All you have to be is a resident of any of these three North Bay counties.



How does it work? Research the vehicle you want. Kick a tire. Or four. Once you and the dealer have agreed to the best price for you, tell the dealer you are a Community First Member and that

you wish to finance your vehicle through us. It's that simple.

The loan application you start at the dealer is then electronically forwarded to our experienced in-house lending experts. They are salaried, not commissioned, so their only concern is to do what's right for you! That's the not-for-profit Community First difference. And that difference is now available in Marin and Mendocino counties!

Bank Smarter

There is a smarter way to bank. Use Community First's free **mBranch** application to access all your accounts and transfer money via any smartphone.

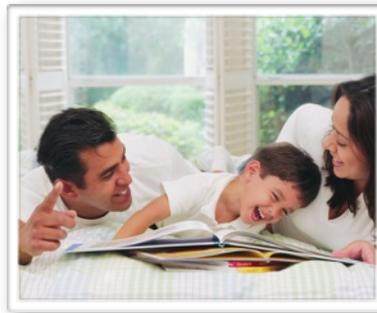


Community First is the only local financial institution with a separate smartphone-friendly web site. Our server automatically knows if you are accessing our web site via a smartphone or personal computer and instantly loads enlarged, simplified imagery that is easy to read on your phone's smaller screen.

For more information on how easy it is to set up your free mBranch account, click on the "mBranch is Here!" promo box on our web site's home page.

Home Affordability at Record High

There is one benefit to the falling of home values during 2008—2010: affordability is at a record high. Since the 1980s, the affordability index (the ability of the county's median household income to buy the county's median priced home) has been stuck in the 20-percent range. In the most recent quarter, the affordability index reached a



whopping 68%. This is the highest in the history of this index (California Association of Realtors). Young adults can actually afford to buy in this county again! Low- to moderate-income families can buy too!

Community First can help you enjoy record low mortgage rates to buy (or refinance) that record-affordable property. Unlike the banks, we only have to cover our costs. This ensures you a great rate, no hidden surcharges or fees, and comprehensive consultation from our in-house mortgage experts.

For more information about how to finance the most affordable local housing stock in a generation, contact any of Community First's home loan pros:

-  Beth Rudometkin, Russian River area, **869-9063**
-  Catherine Brunner, North County, **431-1051**
-  Mary Ann Lance, West County, **827-3250**
-  Monika Besancon, Real Estate Mgr., **543-2613**
-  Russ Anger, VP of Lending, **543-2670**



TO REACH US

online banking / web site
www.comfirstcu.org

call center
707/546-6000 (8:30a – 5:30p, M-F)

Member services
info@comfirstcu.org

BRANCHES

Central Santa Rosa
501 College Avenue

West Santa Rosa
70A Stony Point Road

SMART OFFICES

Sebastopol
130 Petaluma Avenue

Guerneville
16200 Main Street

Healdsburg
32 North Street

ADDITIONAL LOAN OFFICE

Santa Rosa
1105 North Dutton Ave., Suite A

mailing address

PO Box 6004
Santa Rosa, CA 95406-0004

locate surcharge-free ATMs
www.co-opnetwork.org

locate shared branches
www.cuswirl.com/locations

Important 4Q Dates

Nov. 11 offices closed, Veterans' Day
Nov. 24 offices closed, Thanksgiving Day
Dec. 26 offices closed, Christmas holiday
Jan. 2 offices closed, New Year's holiday