

People over profits



What is a credit union?

Like banks, credit unions are full service financial institutions. We offer chequing and savings accounts, mortgages and lending, retirement savings and investments, financial advice, and every other financial service you can imagine. We offer surcharge-free* ATMs and online apps and services. Our staff offer financial advice for every milestone you may encounter.

But we're not a bank. We're a credit union.

Provincially regulated, credit unions have operated in Canada for over 100 years and have evolved to provide the same services as chartered banks. In fact, credit unions have the same—if not higher—deposit protection as banks.

Credit unions are cooperatives, which means when you open an account with us you're not just a customer—you're an owner. Every person who opens an account at a credit union becomes an owner of that credit union. That means when we do well, you benefit. That means you have a say in how we operate. That means your money stays in your local economy. That means we are accountable to you. And it's why we don't have customers, we have members.

Credit unions are governed by a board of director. The boards are made up of members of the credit union who are voted in by the membership.

Credit unions operate in thousands of communities across Canada - often in places without one of Canada's larger banks.

Credit unions believe in people over profits. We are part of our community. We offer the benefits of membership. And we offer so much more than can be captured in a few short paragraphs.

** transaction fees may still apply.*

What does it mean to be a member?

One of the biggest differences about doing your banking with a credit union is that you are a member of a credit union, not just a customer. But what does membership mean anyway? And why should you care?

Anybody can become a credit union member. You do not need to have a specific job, have a certain amount of money, or know a secret handshake. All you need to do is open an account with us and contribute a one-time share requirement, which is refunded if you ever choose to no longer be a member. Those are the only membership requirements.

Credit union members are also owners. Credit unions are cooperatives, so rather than being owned by shareholders - who may or may not do business with us - we are owned by the people who do their banking with us every day - our members.

As a credit union member, you have a voice in the way we do things. You are entitled to attend our annual general meetings and have your say in how the business is operated. But how much or how little you choose to be involved is totally up to you.

Being a credit union member has its benefits.

As a member in our business, what is good for you is good for us. In other words, when we do well, you benefit. Bottom line, we reinvest any money we make into things that benefit you and our community.



YOUR Money

As life becomes more complicated, Valley Credit Union simplifies it with the convenience and dependability of our products. Whether you are an industry professional, a student, retired, or opening your first savings account, we have products and services that fit your needs.

ACCOUNTS

CHEQUING ACCOUNTS

We have a wide variety of chequing accounts so you may choose the account that best fits what you need to manage your everyday financial activities in an affordable way, including a US currency account and a FREE youth account.

SAVINGS ACCOUNTS

Our savings accounts offer competitive interest rates to help you reach your savings goals quicker. Ask about our high interest savings account (HISA), TFSA, or our DreamMaker accounts.

DID YOU KNOW?

In 2019, Canada's credit unions won IPSOS Best Banking Awards for providing the best Customer Service Excellence and Branch Service Excellence among ALL financial institutions in the country - for the 15th year in a row!



ACCESS

We love getting to know our members, but we understand you do not have time to visit us every time you need to transact. That is why we offer several self-serve options.

DEBIT CARDS

Your *Interac*® enabled MEMBER CARD® debit card is the key to a wide range of self-serve features which include:

- banking at ATMs throughout Nova Scotia and Canada,
- getting instant cash at ATMs worldwide,
- making purchases in-store throughout Canada and the US,
- making contactless in-store purchases with *Interac* Flash®
- making purchases online with *Interac*® Online, and
- making purchases internationally at participating merchant locations.



ATM Networks

There is an Automated Teller Machine (ATM) at each of the 7 Valley Credit Union branches throughout the Annapolis Valley. At our ATMs you can withdraw cash, deposit cash or cheques, transfer funds, pay bills, change your PIN, and get account balances.

In addition, your MEMBER CARD debit card provides surcharge-free* access to more than 80 ATMs in Nova Scotia and 4,000 nation-wide. That is a bigger Canadian ATM network than most banks, and it's all surcharge-free*!

Look for ATMs displaying the Accel®, EXCHANGE®, and Cirrus® network logos for cash withdrawals and merchants displaying the NYCE® network logo for purchases when outside of Canada.

* transaction fees may still apply.

MEMBERDIRECT®

MemberDirect is our online banking platform. Be sure to sign up for access to:

- Day-to-day online banking
- Mobile app (free, on iPhone® and Android™ devices)
- *Interac* e-Transfer®
- Messages and alerts
- Deposit Anywhere™
- Lock'N'Block™
- TeleService®
- Mobile banking
- Mobile text

INTER CREDIT UNION (ICU) SERVICES

ICU services give you the ability to perform in-branch banking transactions at any participating credit union in Atlantic Canada. Withdraw, deposit, transfer between accounts, make a loan payment, or make balance inquiries. You can also make a payment on your Valley Credit Union Mastercard® credit card.



YOUR Financing

At Valley Credit Union, we approach lending a little differently. We take the time to get to know you so we can give great advice tailored to your specific financial situation. We offer many options, so we always have a solution for your borrowing needs:

LENDING SERVICES

LOANS

Personal loans with flexible terms and payment options are convenient for large ticket items such as a new vehicle, to top up RRSP contributions, or even to consolidate debts into one lower-cost payment. Pay off your loan as quickly as you like by making extra payments at any time without penalty!

STUDENT LOANS

Our less-stress loan application and quick response time take some of the worry out of financing your education. Full time or part time students can borrow to assist with the cost of post-secondary education, including community college, university, or technical school.

MORTGAGES

Our mortgages are designed to meet your needs, provide long-term cost benefits, and options to pay down faster. With more than one type of mortgage, you have flexibility and choice.

Unique to credit unions, we offer the Borrowed Down Payment Program which allows qualifying applicants to borrow up to 5% of their down payment on a new mortgage, making it possible to purchase their new home sooner!

CREDIT SERVICES

LINES OF CREDIT

Lines of credit are a readily available source of money you can use whenever you want for whatever you need. Lines of credit often have lower interest rates than credit cards and have flexible payment schedules.

CREDIT CARDS

We know credit cards are not a one size fits all, that is why we offer a full suite of personal and business cards, so you can choose the one that works best for you. We offer a selection of Mastercard® credit cards including no fee, low rate, cash back, travel, world, and student options. Many of our cards also offer FlexRewards!

FlexRewards

With our FlexRewards program, you earn points just for using your card. Plus, you can redeem those points for your choice of cash, gift cards, merchandise, or travel rewards. Check out this website to see what you can redeem your points for:

<https://reward-headquarters.com/groupCollabriaNational>



YOUR Future

At Valley Credit Union, we offer retirement planning, insurance, trust services, and wealth management. By taking the time to understand your goals, dreams and realities, our focused approach can make a big difference for your future.

INVESTMENT AND RETIREMENT PRODUCTS

The type of investment you choose will be affected by what your needs and goals are. Valley Credit Union provides access to a comprehensive range of investment products:

- GICs/Term deposits
- RRSPs
- TFSAs
- RRIFs
- RESPs
- Mutual funds

INSURANCE

We have an insurance specialist who can provide you with insurance options to protect your health and wealth. Insurance can provide financial security and peace of mind by protecting your income and assets during or after an unfortunate event.

Who could benefit from insurance?

- Anyone with debts
- Anyone who supports a family
- Anyone who has accumulated wealth for retirement
- Business owners

DID YOU KNOW?

The younger and healthier you are, the more affordable your insurance options will be!

TRUST SERVICES

A trust is nothing more than a relationship. It occurs when one person gives property to another person—the trustee—to manage on behalf of the beneficiaries. Valley Credit Union and Concentra Financial work together to ensure your trust needs are met.

WEALTH MANAGEMENT

We have a full-service brokerage. Our dedicated Wealth Advisor, Cindy Viner, and our team of investment professionals apply a pragmatic, proven approach to achieving your long-term financial goals. We focus on prudent, risk-controlled strategies aimed at growing your investments, generating income, preserving your wealth through retirement, and/or preparing your future estate transfer to loved ones.

WHAT WE BELIEVE

- Focus on your long-term goals
- Patiently stay the course
- Focus on quality investments
- Diversification is paramount

Mutual funds and other securities are offered through Qtrade Advisor, a division of Credential Qtrade Securities Inc., Member of the Canadian Investor Protection Fund. Mutual funds are offered through Qtrade Asset Management Inc., Member MFDA.



WHAT YOU CAN EXPECT FROM YOUR INVESTMENT ADVISOR

- A personalized investment plan
- Ongoing monitoring and regular review
- A team approach
- A qualified and informed investment professional



*Cindy Viner, Wealth Advisor
Credential Qtrade Securities | Investment Advisor*



YOUR Business

At Valley Credit Union, we offer all the same services as the banks to serve your business - but better. We take the time to get to know you and your business. We see the value businesses both big and small bring to our credit union and our community. All decisions are made locally, and your dedicated Commercial Relationship Manager has significant input into the decisions that impact your business.

LENDING SOLUTIONS

Credit unions are nationally recognized for our personalized approach to lending, considering the applicant's business plan, character, and unique circumstances. Because we are not a big national bank, all decisions are made locally. We go beyond formulas and ratios and have the flexibility to view your situation and design a financing package with terms, options, and rates to suit your business requirements.

LENDING OPTIONS

- Get-It Credit
- Term loans
- Mortgages
- Lines of credit
- Small Business Loan Guarantee Program, offered in partnership with the Nova Scotia Cooperative Council
- Letters of credit
- Leasing

DID YOU KNOW?

Small businesses say they get better customer service at credit unions and regional financial institutions than at Canada's biggest banks?*

**Source: Canadian Federation of Independent Business (CFIB) Banking Service 2020 Report Card.*

ADDITIONAL SOLUTIONS

In addition to accounts and lending, we also have the following service options for your business:

- Visa® credit cards
- Everlink® merchant services
- PaymentStream™ automated EFT system
- Night depository
- Employee savings and RRSP services
- Desjardins payroll services
- MemberDirect® Small Business online banking
- Investments

For more information on our business products and services, please find our *Your Business* brochure online or in-branch.



YOUR Community

At Valley Credit Union, we believe a company must support and give back to its community in order to consider itself truly successful. Our success is directly related to and dependent on the success of our communities. That is why our profits stay in the Annapolis Valley, reinvested in our local economy. We work to improve quality of life in our communities by purchasing products and services from local businesses whenever possible, as well by raising funds and volunteering our time and efforts to local organizations and initiatives.



Thank you for your interest

This booklet is an overview of who we are and what we offer our members. For more information about Valley Credit Union or any of the products or services discussed - or to find out if we offer a particular product or service not mentioned - please call or visit a branch to chat with one of our friendly and knowledgeable staff today or visit our website at www.valleycreditunion.com





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