

## Open Your Eyes to Credit Unions

Some people enter into a banking relationship with their eyes half closed, not realizing the possible advantages of credit unions over banks. You may have heard people complaining about bank's high service fees, interest rate, or lack of a personal touch.

People complain about credit unions as well, but the complaints are often fewer and for different reasons. It boils down to the customer service-centric model that credit unions follow, which generally makes them more people



Open Your Eyes Continued on page 2

## Refer friends or family to join the Credit Union, and we'll give you both \$25.



Better rates and exceptional service – that's what we're all about. When it comes to your accounts, loans, and services, we're here to serve our members with better options at a lower cost.

We thank you for turning to us for your financial needs, and we encourage you to share the benefits with your family and friends. When you refer a new member, we'll give you both \$25, when they open a Checking Account and have up to 10 debit card transactions.

Share the benefits of membership today!

\*Certain restrictions apply. The \$25 referral is paid to the referring member as well as the new member when the new members open a Checking Account at Texas People Federal Credit Union with a Debit Card, and then complete 10 transactions in the month after they receive the card.

## Open Your Eyes Continued from page 1

friendly and accessible than banks.

When you open an account with a credit union, you become a member/owner of that credit union. A credit union doesn't have stockholders, so it works to please its members. This shift from a for-profit to a nonprofit model changes business focus from generating the most profits possible to creating the best customer service and support experience possible. Thus, many of a credit union's policies are more customer friendly.

A credit union is also more willing to work with you if you find yourself in a difficult situation, such as temporarily being out of work.

Credit unions offer higher savings rates and lower interest rates on loans. Since they're not focused on making profits but on covering their operating costs instead, credit unions are able to offer better interest rates to their member/owners. The interest rates can be a lot lower for loans, and you may qualify for further discounts if you set up automatic payments. On the other hand, interest rates on deposit accounts are higher at credit unions than at most local banks.

Because credit unions aren't focused on driving up profits but on serving their member/owners, they're better able to balance these rates. This means their member/owners are better served and might be able to save a significant amount on car loans, recreational loans, and mortgages.

Credit unions have rules regarding who can join them. These rules may include requirements such as living in a specific geographical region or working for a specific employer. Once you join a credit union, you can remain a member/owner for life, even if you no longer meet the initial requirements for becoming a member/owner.

So fully open your eyes to credit unions and what they can do for you, your family and friends.

## Texas People gives you "MORE" checking!



Open a checking account with us and enjoy easy management of everyday expenses with our free debit card, free ATM network, free online Banking, Bill Pay and more!

We also give More loan options! Try one of our low rate signature loans to finance your next vacation, pay back to school expenses, or consolidate credit card debts!