

SIGNALS

NEW DIRECTIONS IN FINANCIAL SERVICES



FIRST BANK

The one who's here.



When you need a loan, think of First Bank first!

You probably already know that First Bank is a great place to get a home mortgage loan. However, you may not be aware that we also offer a variety of attractive loans for other major expenses.

In southeast Alaska, having reliable transportation is essential. That's why our **automobile** loans (including loans for trucks, RVs and motorcycles) come with low rates and flexible payment options designed to fit your budget. First Bank also provides loans for new and used **boats**, because access to the water is one of the best "perks" of living in our part of the world.

In addition, **construction** loans are available to help you build your dream home, add a new family room, upgrade your old kitchen and more. Plus, your construction loan can smoothly transition into a traditional long-term mortgage loan with First Bank.

And our **personal** loans and lines of credit can give you the resources you need to finance a once-in-a-lifetime vacation, pay medical expenses or college tuition — whatever you need! A personal loan is also a smart way to consolidate credit card or other high-interest debt at a lower interest rate.

Unlike many large lenders, First Bank does not take a "one size fits all" approach. We tailor each loan to fit the individual's needs and situation. And because we are committed to being your local bank, we can process your loan application quickly.

As your hometown lender, First Bank offers other distinct advantages, too:

- Low interest rates
- Secured and unsecured loan options
- Convenient payment plans
- Fee-free application process
- Online access and payments
- Local servicing of your loan

To download a loan application or to learn more about First Bank's loan options, visit www.FirstBankAK.com and follow the "Personal" link to the "Loans" section of the site.



Member FDIC

A financial plan can help you achieve your economic goals

No matter what your income or financial situation, you need a financial plan. Having a budget can help you save money, as well as instill positive feelings of control, confidence and satisfaction as you work toward your goals.

Only about one in three U.S. households has a comprehensive financial plan, according to the Consumer Federation of America. However, developing a financial plan need not be difficult. Use these tips to get started:

1. Take a look at your short- and long-term goals. If you want to enjoy a comfortable retirement, take the time to figure out how you can best reach that goal.

2. Be realistic. It may take time for you to “get up to speed” and see real results. That’s OK. Do as much as you can, taking small steps every day toward your ultimate goal.

3. Build savings. Experts recommend having enough funds on hand to cover living expenses for six months. This can help you avoid maxing out your credit cards just to get by.

4. Minimize high-interest debt. Excessive debt — as well as interest payments and late fees — inhibit your ability to save money. Pay down debt as quickly and wisely as possible.

5. Strike a balance. There are good ways and bad ways to accomplish goals. For example: To pay off a credit card, cut back on unnecessary spending but don’t stop saving for retirement.

6. Revisit your goals often. Events such as starting a family or buying a home may affect your goals. As your situation changes, rethink your plan.

Financial planning is an investment in your security and happiness. First Bank offers a variety of savings accounts, as well as online services to help track your spending and account activity. To learn more, visit www.FirstBankAK.com or contact your local First Bank branch.

Learn more about us at
www.firstbankak.com

Five fast, easy ways you can protect your finances

Most people are reactive — rather than proactive — about threats to their personal or financial information. But why wait until the damage is done? Here are five simple steps that can help protect you:

1 Set up two-step user verification for your email accounts. Two-step verification requires you to enter both your regular password and a one-time password sent to your cellphone each time you need to log in. Many email services offer this extra protection.

2 Register your phone numbers at www.DoNotCall.gov. This free service will stop legitimate telemarketers from contacting you. So if a telemarketer does call you, it could likely be a scam artist trying to steal your personal information.

3 Check your credit report three times a year. At your request, each of the three major credit reporting agencies will provide one free copy of your credit report

yearly. That means you can check your credit every four months. Visit www.AnnualCreditReport.com to learn more.

4 Monitor your financial accounts closely. First Bank’s online banking provides secure access to your personal and business accounts. Early detection of fraud can limit the damage to your accounts or identity. If you notice unusual account activity, report it immediately.

5 Stay up to date on your social media privacy settings. Social networks may change their privacy settings often and without warning. That could leave your profile and other information vulnerable to exposure.

Remember: In this increasingly digital and information-focused world, a few minutes of prevention is worth many hours of cure.

