

## **The Credit Union Advantage**

### **Why belong to a credit union?**

Ever had one of those dreams where you're trying to get somewhere but stay stuck in one place? Banking at a traditional financial institution can feel just like that. Big plans and best intentions tend to count for little if you don't have deep pockets, even if you have a responsible track record. That's because banks are in the business of making a profit for their shareholders, while credit unions are all about the financial security of their members.

1.5 million British Columbian's, including individuals, families and businesses currently benefit from credit union membership, with more joining every day. They enjoy the favourably competitive advantages of belonging to a home grown institution that focuses on serving the local community, not enriching some distant stranger with stock options.

The following are benefits to membership.

### **Your voice counts**

As a credit union member, you're also an owner, and can participate in voting for board members. Or run for a position yourself!

### **Sharing the wealth**

When you join a credit union you automatically purchase a share. At the end of the fiscal year, dividends are divvied up among members and also shared in the community. Credit unions are committed to developing and assisting local businesses and non-profits, and giving back to the community. With 40% of national credit union assets, BC's system is the strongest in English-speaking Canada. Each new member makes it that much stronger.

### **An "open door" policy**

You always get a warm welcome when you come in to discuss financial matters, open a new account, or apply for a loan or credit card; you'll never feel as though you're being patronized or grilled.

### **Superior customer service**

Friendly, personable customer service is a distinguishing characteristic of credit unions, which routinely rate higher than banks in customer service and satisfaction surveys.

### **An account for everyone**

These include: special accounts for children, students and seniors; accounts based on the number of transactions you intend to make; multi-purpose business accounts; daily interest savings accounts; pay-as-you-go accounts; \$US accounts; and more.

### **Comprehensive products and services**

From RRSPs, mutual funds and other investment options, to a wide range of insurance products and expert financial planning, credit unions offer it all. Even better, loan and mortgage rates tend to be very competitive. Terms and conditions are usually more flexible.

## **24/7 Convenience**

With your credit union MemberCard®, you can bank at ATMs around the world. When you use a BC credit union ATM, you won't be dinged with a surcharge. Bank online or by telephone too!

## **Nelson & District Credit Union: Operating from a position of strength**

With the current turmoil in financial markets, our members may be concerned about our risk position and overall financial stability. Founded in 1950, Nelson & District Credit Union (NDCU) has grown to one of the Kootenay's strongest credit unions. We now support 12,000 members and administer \$150 million in assets. In our 58-year history, NDCU depositors have never lost money.

## **Our Business**

Amidst all of the global turmoil in financial markets recently, NDCU continues to stay on course and will have another successful year. Your Credit Union is strong, capably managed and well-positioned for future growth.

If you have any further questions, please do not hesitate to [contact us](#).