



idealcu.com

**Ideal Credit Union Is Proud To Support Our Local Communities by Donating \$3,000 to Food Shelves as a Part of Our Community Appreciation Celebration**

## Join Us for Food, Fun and Exciting Prizes at Ideal CU’s Member Appreciation Events this August

Ideal Credit Union is excited to announce our annual Member Appreciation Events, taking place this August! This year, we’re offering both in-person and virtual options, so you can join in on the fun in the way that suits you best.

During each of the six branch celebrations, we’re giving you multiple opportunities to win amazing prizes. We’re offering a total of 12 grand prizes of \$500 each, six \$250 prizes as well as 12 Bucky Bear youth prizes of \$50 each. To enter for your chance to win, simply register online or attend one of our in-person events. You only need to register once, and you’ll be included in all the prize drawings. Registration is open until August 10, 2023!

In the spirit of community support, we’re also highlighting the important work of our local

food shelves, who make a difference every day for our neighbors in need. We encourage you to bring any non-perishable food items or gently used coats and accessories to donate during the events. Together, we can make a positive impact and lend a helping hand to those who need it most.

Join us this August for our Member Appreciation Events and let’s celebrate together. Thank you for being a valued member of Ideal Credit Union!

Ideal CU will make \$500 donations to:

- Hugo Good Neighbors Food Shelf
- Neighbors, Inc.
- The Open Door
- North St. Paul Area Food Shelf
- Open Cupboard
- Valley Outreach

### Event Schedule

Register to win cash prizes at our Community Events by visiting [idealcu.com/communityevents](https://idealcu.com/communityevents).

**8/01 Tuesday: Hugo - LIVE!**

Free Lunch Served 11:00 AM - 1:00 PM

**8/02 Wednesday: Inver Grove Heights**

Virtual Event: 12:00 - 12:30 PM

**8/03 Thursday: Woodbury - LIVE!**

Free Lunch Served 11:00 AM - 1:00 PM

**8/08 Tuesday: North Saint Paul - LIVE!**

Free Lunch Served 11:00 AM - 1:00 PM

**8/09 Wednesday: Eagan**

Virtual Event: 12:00 - 12:30 PM

**8/10 Thursday: Stillwater**

Virtual Event: 12:00 - 12:30 PM

### Contents

President’s Corner	2
Business Spotlight: Concrete & Foundation Solutions	3
Dream Big with RenoFi	3
Introducing Ida!	4
Home Equity Line of Credit Special	4
Small Change	5
Service Quality	5
New! 19-Month Certificate Special	6



Brian Sherrick, President

## Living the Ideal Life: Ideal Credit Union Recognized for Excellence, Introduces the Ideal Digital Assistant and Invites Members to Celebrate in Member Appreciation Events

Life can go by at a dizzying pace, but Minnesota summer time offers all of us that opportunity to relax, reconnect and reflect. As I reflect on the mission of our credit union, I'm pleased we're squarely focused on serving members, positively impacting our communities and leading with innovations that allow Ideal to be recognized among the best credit unions in the state.

### Living the Ideal Life

As you enjoy some time on the lake this summer and reconnect with family and friends, consider what the Ideal Life means for you. Feeling ready for retirement? Considering a new lake home? Is it time to finally get that kitchen or bathroom remodel this year? Ideal helps members like you every day with our personalized service and affordable rates. Talk to us about financial planning, affordable loan options and goals you have for your family. We are here to help.

### Ideal Credit Union Leads the Industry

Ideal Credit Union is pleased to share we are once again recognized as one of America's Best Credit Unions by Forbes. The Forbes 2023 Best in State rankings measures overall member satisfaction and results show we are ranked #1 for Minnesota Credit Unions. We are thrilled to be recognized by Forbes for the second year in a row, and we thank **you** for making that happen.

### Ideal is a Best Place to Work

The Minneapolis- Business Journal just announced Ideal Credit Union as a 2023 Best Places to Work winner. This honor is a direct reflection of the passion and dedication Ideal employees bring to their work every day. Congratulations, Ideal Credit Union employees!

### Meet Ida

I'm excited to introduce you to a new employee who is really impressing everyone she works with at Ideal Credit Union. Meet Ida! Ida is our new dynamic member service and engagement assistant powered by artificial intelligence (AI). Ida stands for Ideal Digital Assistant. We're excited to introduce this new innovation to our website. You can read more about Ida on page 4 of the newsletter.

### Let's Celebrate

Come and celebrate your Ideal Credit Union membership at our Member Appreciation Events. We want to thank you for being a loyal Ideal CU member. Register now to win cash prizes during our annual Ideal Credit Union Member Appreciation Events. We will be holding lunch celebration events at three locations this year and also three virtual events. Learn more online at [idealcu.com/communityevents](https://idealcu.com/communityevents).

# EXPLOSIVE HIGH YIELD MONEY MARKET SAVINGS SPECIALS 4.00% APY\*

### High Yield Money Market Special Rates

BALANCE <sup>1</sup>	RATE	APY*
\$25,000 +	3.93%	4.00%

\*APY = Annual Percentage Yield. APY guaranteed through 12/31/2023. Rates will reset to current High Yield Money Market rates after the promotional period ends. To qualify for promotional rates, existing money market account holders must add a minimum additional \$25,000 from sources outside of Ideal CU to the account. Fees may reduce earnings. Interest paid monthly. Based on amount and how the account is established, the entire amount may not be NCUA insured. Membership required.

<sup>1</sup>\$10 charge per month when the minimum balance of \$25,000 is not maintained.

# BUSINESS SPOTLIGHT

## Concrete & Foundation Solutions with Owners Seth Krachmer, Ryan Goodermont and Cory Hersom

### Tell us about Concrete & Foundation Solutions

Concrete & Foundation Solutions diagnoses and repairs foundation and water intrusion. Concrete & Foundations Solutions started in March of 2020, right when Covid hit. Currently we have three owners and six other employees. Time and time again I hear from homeowners that we are more honest and more up-front with our diagnosis and repairs costs versus other companies.

### What made you choose Ideal CU?

We chose Ideal Credit Union because I was already a member, and they were willing to work with us as a company to help us

get started and get more equipment. Currently, we use a Business Money Market Account and several small business loans.



The team at Concrete & Foundation Solutions

At Ideal Credit Union I can get ahold of my business specialist within minutes, anytime I have a question or any issues. Ideal is willing to work with businesses of all sizes to help them make their dreams a reality.

### Learn more!

To discuss your business needs, contact [Josh Anderson](#), Senior Business Relationship Specialist, at 651-773-2763 or by email at [janderson@idealcu.com](mailto:janderson@idealcu.com). For more information about our business solutions, visit [idealcu.com/business-banking](http://idealcu.com/business-banking).

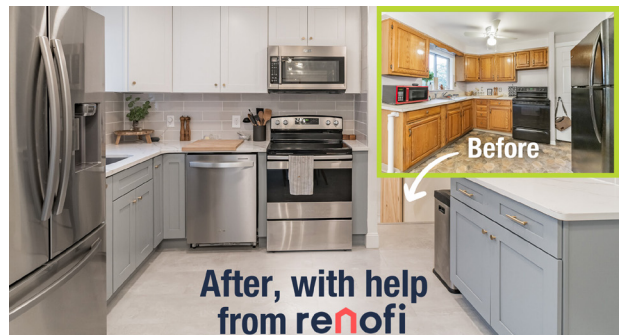


## Turn Your Home Into Your Dream Home With RenoFi

Ideal Credit Union is thrilled to join forces with RenoFi, empowering our members with more financing options for their home renovation endeavors. While traditional home equity loans and HELOCs allow borrowing against the current value of your home, RenoFi Loans take it a step further by enabling you to borrow against the future value or after-renovation value of your home. For homeowners who have enjoyed their properties for over a decade, relying on current home equity makes sense as they've accumulated substantial equity over time, resulting in smaller mortgage balances. However, for recent homebuyers, embracing a true renovation loan offers greater borrowing power and potential.

With thousands of satisfied homeowners across the United States, RenoFi has established itself as a trusted solution for financing renovation projects. What sets RenoFi Loans apart is the absence of draw schedules, inspections or the need for refinancing, which are common requirements associated with conventional construction loans. Many contractors prefer working with RenoFi Loans due to their streamlined process, eliminating the complexities that can hinder progress.

RenoFi Loans prioritize simplicity and convenience for homeowners and their general contractors. The entire loan amount is disbursed upfront by the lender, granting members enhanced flexibility throughout the renovation journey. After the renovation is successfully completed, an appraiser assesses the home and issues a certificate of completion, solidifying the transformation.



Discover the potential for borrowing more with RenoFi, as it expertly matches homeowners with the most suitable financing product for their specific project. Benefit from longer terms of up to 20 years and competitive rates based on the anticipated after-renovation value. Even if you already have an outstanding rate locked in your first mortgage, there's no need to worry, as RenoFi Loans do not necessitate refinancing.

Experience the convenience of receiving 100% of the loan amount upfront, without the hassle of draws or inspections. At Ideal Credit Union, we're committed to helping you achieve your dream home.

Find out how much you can borrow and embark on your renovation journey with help from Ideal CU and RenoFi. To get started, visit [idealcu.com/renofi](http://idealcu.com/renofi) today!

PRODUCT UPDATE

# Introducing Ida! Discover Ideal Credit Union's Exciting New Ideal Digital Assistant, Powered by Advanced AI

Get ready for a groundbreaking addition to the Ideal Credit Union experience! We are thrilled to announce the upcoming launch of Ida, our innovative Digital Assistant. Ida, short for Ideal Digital Assistant, is poised to revolutionize the way our members interact with our website, providing them with personalized assistance 24/7. With an array of powerful features and a commitment to exceptional service, Ida is set to enhance our digital services and deliver an unparalleled member experience.

Members will have access to Ida's comprehensive knowledge base, enabling them to find answers to their questions quickly. Ida will be available round-the-clock, providing members with instant support whenever they may need it. From general information to website navigation assistance, Ida will be there to guide members every step of the way.

**"We are thrilled to introduce Ida, our new Ideal Digital Assistant. This exciting addition reflects our ongoing commitment to innovation and delivering exceptional member experiences."**

– Brian Sherrick, President & CEO

Ida's integration into the chat bubble on our website will create a seamless and intuitive user experience. Members will enjoy the convenience, making it easier than ever to navigate our website and access the information they need. Ida's launch marks a significant step forward in our

commitment to providing exceptional digital services to our members. Whether it's finding the perfect savings account, exploring loan options, or discovering exclusive promotions, Ida will guide members toward the best solutions.

The introduction of Ida, our dynamic Ideal Digital Assistant powered by artificial intelligence (AI), heralds a new era of member service and engagement at Ideal Credit Union. We are excited to provide our members with a state-of-the-art tool that will revolutionize their online experience. We invite our valued members to embrace this exciting new addition and unlock the full potential of their Ideal Credit Union membership. Get ready to experience the future of banking with Ida, your trusted Ideal Digital Assistant.



Introducing Ida!

INTRODUCING IDA

HELOC SPECIAL

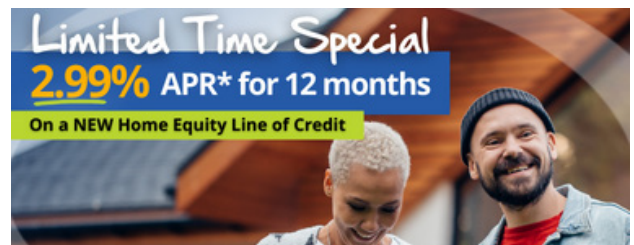
## Extended! Introductory Rate Special: Home Equity Line of Credit at 2.99% APR\* for the First 12 Months

Unlock the Power of Your Home Equity! Whether it's home renovations, a well-deserved getaway, debt consolidation, wedding financing or school tuition fees, now is the ideal moment to leverage the equity in your home.

After your line has been established, accessing your home equity line of credit is seamless, available 24/7 with Ideal Digital Banking. Simply log in on your desktop or mobile device, transfer funds to your savings or checking account, and enjoy immediate usability. Your dreams are within reach!

**Visit [idealcu.com/helocspecial](https://idealcu.com/helocspecial) to learn more and get started today. Limited-time special ends August 31st, 2023.**

\*APR = Annual Percentage Rate. Intro rate shown of 2.99% is for homeowners with 70% combined loan-to-value (LTV). Intro rate is 3.49% for up to 80% LTV and 4.49% for up to 90% LTV. APR will be fixed during the 12-month introductory period. After the first twelve (12) months of the loan term, the introductory APR will revert to a variable APR based on the Prime Rate as published in The Wall Street Journal. Your post-promotional rate will be disclosed to you prior to signing for your line of credit. On a \$10,000 home equity line of credit balance at 2.99% APR, monthly payments would be \$100, 1% of the outstanding balance. After the introductory period, the minimum floor APR will be 4.00% and maximum APR will be 12%. An increase in the Index will result in an increase in the periodic rate. Offer valid for applications submitted and approved February 21 through August 31, 2023. Loan must close on or before September 30, 2023 for introductory rate to apply. This is a limited-time offer and is subject to change at any time without notice. Maximum loan amount is \$350,000 with a 10-year draw period and up to 15-year repayment period. Properties must be owner-occupied. Eligible property types include SFD and Townhomes (up to 90%), and condos (up to 80%); Not eligible for multi-family properties. Some housing exceptions apply. Closing costs range from \$500 to \$2,000. The consumer should consult a tax advisor for information regarding the deductibility of interest and charges.



### Features

- Fixed introductory rate as low as 2.99% APR\* for the first 12 months
- Monthly payments of \$100, on a \$10,000 balance
- Borrow up to 90% of your home's value
- Low variable rate after promotional period ends
- 24/7 access to funds using Ideal Digital Banking

# SMALL CHANGE

## Ideal CU Partners with Leading Companies to Provide Enhanced Member Values and Benefits

Learn more about offers featured below and find additional benefits online by visiting [idealcu.com/lmku](https://idealcu.com/lmku).

**Spectrum Mobile:** Unlock Savings Up to 60%! Make the switch to Spectrum Mobile today and take advantage of incredible savings. Plus, for each new line you activate, receive \$50 in CASH as a special bonus.

**TruStage:** Unbeatable Savings on Car and Home Insurance! Safeguard what matters most to you with insurance coverage that is specifically tailored and competitively priced for credit union members. Experience the peace of mind that comes from protecting your valuable assets with TruStage Insurance.

**SimpliSafe:** Get Whole Home Protection for Less! Receive a free home security camera along with 2 months of 24/7 professional monitoring, all without any hidden fees, middlemen or long-term contracts. Protect your home with confidence and peace of mind, courtesy of SimpliSafe and Ideal CU.

**We Love Positive Reviews!** Had a great experience at Ideal? Let us know by leaving a comment on our social media pages or by reviewing us on Google. Follow Ideal CU on Facebook, Instagram and Twitter @idealcu to stay up to date on events, giveaways and announcements.

**Come Join Us at Woodbury Days!** This free family event takes place Friday, August 18th through Sunday, August 20st, 2023 at Ojibway Park in Woodbury. The 3-day community celebration is packed full of great entertainment, delicious food and family fun!

Ideal CU is a sponsor of this event, and is looking forward to celebrating our community throughout this exciting weekend. Event takes place at: **2695 Ojibway Dr. Woodbury, MN 55125.** Learn more online at [woodburysdays.com](https://woodburysdays.com).

## Celebrating Success, Ideal CU is Named to Forbes' Best-in-State Credit Unions, Ranked #1 in Minnesota!

We are thrilled to announce that Ideal Credit Union has been honored with the prestigious recognition of being named to Forbes' "Best-in-State Credit Unions" in Minnesota for the second consecutive year, ranked #1 this year! This remarkable achievement highlights our commitment to excellence, exceptional service and unwavering dedication to our members.

Forbes and Statista's rigorous evaluation process, including comprehensive criteria such as trust, terms & conditions, branch services, digital services, customer services and financial advice, reinforces the credibility of this recognition. Based on the results of the study, Ideal Credit Union is honored to be recognized on the Forbes list of Best-In-State Credit Unions 2023.



We're Ranked #1 in Minnesota! Thank You ❤️

**"Thank YOU for voting Ideal Credit Union to Forbes' Best-in-State Credit Unions again in 2023. This achievement motivates us to reach even greater heights and solidify our position as a premier credit union in Minnesota. We thank Forbes for this recognition and look forward to continuing to deliver the highest level of service to you, our valued members."**

– Brian Sherrick, President & CEO

Our team of knowledgeable and friendly professionals consistently go above and beyond to meet the unique financial needs of our members. We remain steadfast in our mission to provide personalized financial solutions, foster long-term relationships, and contribute to the success and well-being of our members and community.

As we celebrate this remarkable achievement, we invite both existing and potential members to experience the Ideal Credit Union difference.

SERVICE QUALITY



HOLIDAY HOURS

All Offices Closed:

Monday, September 4, 2023 – Labor Day

Monday, October 9, 2023 – Indigenous Peoples' Day

Saturday, November 11, 2023 – Veterans Day

Thursday, November 23, 2023 – Thanksgiving Day

Monday, December 25, 2023 – Christmas Day

Monday, January 1, 2024 – New Years Day

OFFICE HOURS

Lobby

9:00 a.m. – 5:00 p.m. Mon, Tues, Thurs & Fri

10:00 a.m. – 5:00 p.m. Wed

9:00 a.m. – 12:00 p.m. Sat

Drive-thru

9:00 a.m. – 5:30 p.m. Mon – Fri

9:00 a.m. – 12:00 p.m. Sat

Contact Center

8:00 a.m. – 5:00 p.m. Mon – Fri

9:00 a.m. – 12:00 p.m. Sat

LOCATIONS

Eagan

3225 Denmark Avenue  
Eagan, MN 55121

Hugo

14750 Victor Hugo Blvd N.  
Hugo, MN 55038

Inver Grove Heights

7791 Amana Trail  
Inver Grove Heights, MN 55077

North St Paul

2401 N. McKnight Road  
North St. Paul, MN 55109

Stillwater

2020 Washington Avenue  
Stillwater, MN 55082

Woodbury

8499 Tamarack Road  
Woodbury, MN 55125

Limited Time Offer!

# 19-Month Certificate Special

Minimum Balance	Rate	APY*
\$10,000 +	4.75%	4.85%!

\*APY = Annual Percentage Yield. The Annual Percentage Yield assumes interest remains on deposit until maturity. Rates subject to change at any time. \$10,000 minimum opening deposit must be from sources outside of Ideal CU. Additional deposit amounts over \$10,000 are allowed from existing Ideal CU accounts or from outside sources. Interest begins to accrue on the business day you deposit any non-cash item (for example, checks). Interest is compounded and credited on a monthly basis. Penalty for early withdrawal - CDs with maturity dates greater than 12 months will be assessed the lesser of 180 days interest or interest earned/CD with maturity dates 12 months or less will be assessed the lesser of 90 days interest or interest earned. Fees may reduce earnings. Insured by NCUA

