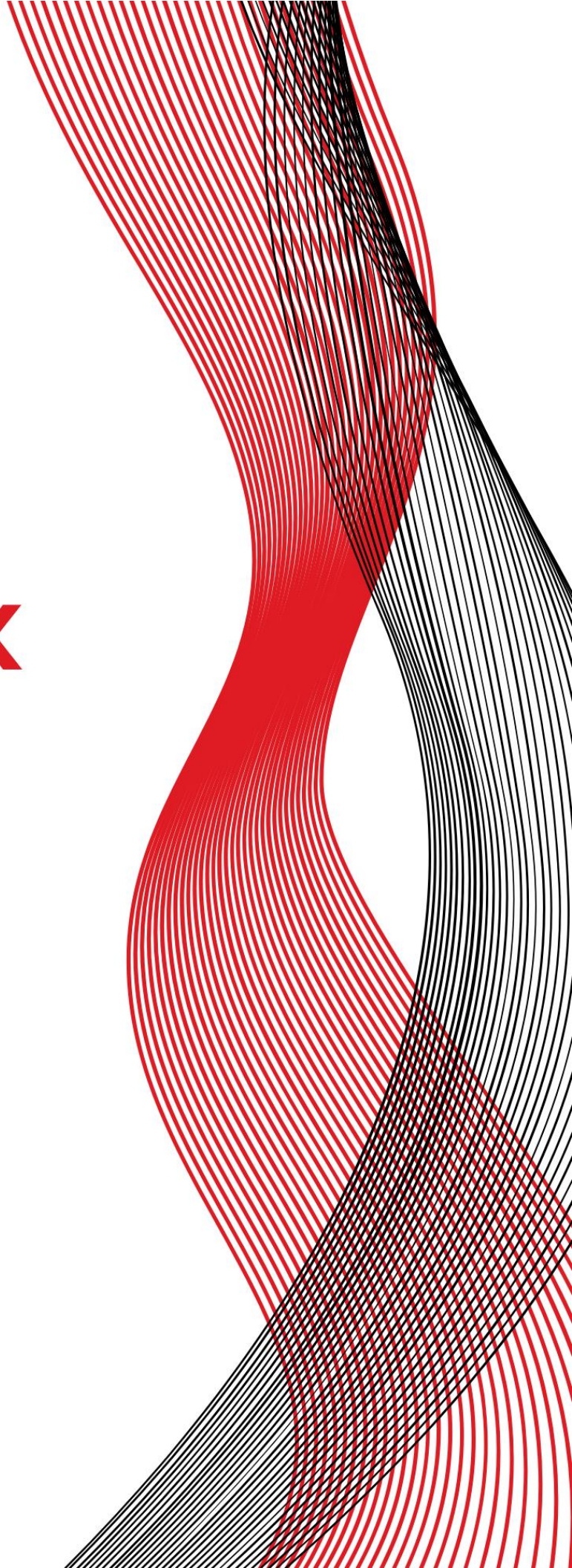




PA HANDBOOK



WWW.SUPERMARKETBANK.COM





Getting Started with PA Announcements

The following PA announcements are provided as examples to help you get started and inspire your own branch messaging. Use them as a foundation and tailor each message to your products, promotions, and the customers you are serving.

Keep building your PA library over time by adding new ideas, refreshing content regularly, and adapting announcements to fit your store, your team, and your audience.



PA #1

Good _____ Shoppers

Credit Union Name is open for business and we're here to meet all your banking needs. Our friendly staff will WOW you with great member service.

Stop by our financial center, located in the front of the store and let us get you started with the BEST CREDIT UNION in town!

Thank you for shopping *Store name*, and we hope to see you soon at *Credit Union Name*.



PA #2

Good _____ Shoppers

How low can we go? *Credit Union Name* is offering one of our lowest rates ever on a Home Equity Line of Credit.

Now is the time *Credit Union Name* IS the place.

Stop by our financial center located in the front of *Store name* and let one of our friendly staff help you on your way to financial freedom.

Credit Union Name and *Store name* ... a winning combination.



PA #3

Good _____ Shoppers

Does your bank treat you like a number? If so ... maybe it's time you switched! *Credit Union Name* is committed to treating you like a person, not a number.

So, stop by our financial center, located in the front of *Store name* and let us get you started with the BEST CREDIT UNION in town.

Credit Union Name and *Store name* ... committed to making you our 1st priority.



PA #4

Good _____ Shoppers

Don't get caught out in the rain. Put all your savings under a *Credit Union Name* umbrella. CD's ... IRA's ... Interest Bearing Checking ... Loans ... Savings...

WE DO IT ALL!

Credit Union Name and *Store name* ... We're doing it all for you.



PA #5

Good _____ Shoppers

Apples here ... Apples there ... Apples ... Apples
... Everywhere!

There is nothing better on a fall day than a Hot
Apple Pie!

Open a checking account with *Credit Union
Name* and we'll give you a coupon for a free
Apple Pie from the *Store name* Bakery.

Credit Union Name and *Store name* ... Here to
serve you when you need us ... AND where you
need us!



PA #6

Good _____ Shoppers

Got the Monday morning blues???

Well, *Credit Union Name* is ready to brighten your day! Our full- service branch, located in the front of *Store name* is waiting to turn those Monday morning blues into a rainbow of banking opportunities for you. So, come by and meet our friendly staff.

Credit Union Name and *Store name* ... a winning combination!!!



PA #7

Hey You!!! Yeah You!!!

Over in the Seafood Department ...

You would look *Soooo* good in a Brand-New Fire Engine Red Convertible.

Credit Union Name can make this dream become a reality with an auto loan. *SOOOO* ... Put it in gear and *ZOOOOM* up to the front of *Store name* for more details. One of our friendly staff is waiting to help you drive off with the car of your dreams.

Credit Union Name ... Making your dreams come true!!!



PA #8

Good _____ Shoppers

Your banking needs don't shut down at 5 o'clock, or take Saturdays off ... and now; your financial institution won't either.

Credit Union Name, inside this *Store name* believes a bank needs to be open when it's convenient for you. That's why we're open *late every weekday and on Saturdays, too!*

Credit Union Name is open now and ready to serve you!



PA #9

Good _____ Shoppers

If you have trouble getting up the courage to walk into a financial institution to discuss a loan ... RELAX! You're already here!

Credit Union Name, inside this *Store name* offers the most convenient and relaxed atmosphere possible to discuss your loan needs. Car loans ... mortgage loans ... bill consolidations ...
You name it! We can do it all, and we can do it all right here.

Credit Union Name is an equal housing lender ...
Member FDIC.



PA #10

Good _____ Shoppers

If your days are getting longer and your patience getting shorter, an account with *Credit Union Name* is the answer for you. *Credit Union Name* inside this *Store name* location saves time by handling your shopping and financial service needs in one time saving trip.

It's a winning combination that makes good sense for you:

Credit Union Name and ... *Store name*.



PA #11

PSSSSST!!! GUESS WHAT?

Credit Union Name located at the front of *Store name* is still open for business, and we'll be here for thirty more minutes.

You heard me right! There's still time to make a deposit, cash a check, open an account, purchase a CD, or take out a loan.

DON'T FORGET ... *Credit Union Name* provides financial service opportunities that are convenient for *YOU!*



PA #12

Good _____ Shoppers

Today is our branch manager's birthday and we are celebrating by giving "You" gifts! [Credit Union Name](#) is located in the front of [Store name](#)

... we are a full-service financial center and ... MORE!

Play the game and you can be this hour's winner if you can show us

You have 15 minutes from (state the current time) starting now so be the first to come up to [Credit Union Name](#).

Examples of things to show:

- Anything with a [Credit Union Name](#) Logo
- Any 1, 5, or 10-dollar bill with a serial number ending in 8
- Any [Store name](#) receipt ending in .48 cents
- Any financial institution's debit card
- A senior citizen driver's license
- Something indicating, "It's YOUR birthday" today
- Your pet's photo

Good luck and we hope to see you soon at "[Credit Union Name](#)"

(Record winner names and addresses for Thank You cards!)



PA #13

Good _____ Shoppers

I'm _____, Manager of *Credit Union Name* located in the front of *Store name*. I would like to invite you to stop by our branch and check us out. *Credit Union Name* offers you all the convenience of a full-service branch, and our staff will provide you with the service you deserve. We want your business and we're willing to be your personal financial representative.

Thank you for shopping *Store name* and we look forward to seeing you soon.



PA #14

Good _____ Shoppers

What does *Credit Union Name* and a bakery have in common?

... We BOTH work with DOUGH

Banking with *Credit Union Name* and Baking with *Store name*.

We will do it better TOGETHER!



PA #15

Good _____ Shoppers

Don't put off asking those loan questions any longer ... *Credit Union Name* inside this *Store name* is dedicated to making your loan application as relaxed and pressure free as possible.

We're open right now ...

Ready to serve you ...

Credit Union Name is an Equal Housing Lender ... Member FDIC.



PA #16

Good _____ Shoppers

Need some fresh greens? In the market for a car loan?

Well, if you are, STOP by *Credit Union Name* located inside this *Store name*. With our extended hours six days a week, we hope to serve you the best way we can.

Come by and visit *Credit Union Name* and see what's IN-STORE for you!!!

Thank you for shopping *Store name* and hope to see you soon!!!



PA #17

1st Associate: Hey, _____name_____, have you heard?

2nd Associate: Heard what, _____name_____ ?

1st Associate: *Credit Union Name* is offering a great rate on car loans.

2nd Associate: Really? What's the rate?

1st Associate: It's _____the rate_____% apr on any brand-new car!

2nd Associate: That's great! I've been hoping to get a new car for some time now and today might just be the right time. Where is the closest *Credit Union Name* branch?

1st Associate: Right here inside *Store name*. That's right ... it's in the very front of the store, and they are just waiting to make your dream come true.

2nd Associate: Thanks so much, _____name_____, for letting me know. I'll go right now and check it out. I just can't believe I can get my new car loan and my groceries all in one stop! You just made my day!