



Start Fresh at First Federal

Introducing a new account for those who need a “second chance” at financial success

In these economic times, it can be challenging for many of us to manage personal finances. More people than ever are turning to expensive “payday” lenders and reloadable debit cards for everyday financial services because they have struggled in the past with



managing checking accounts.

Starting on April 9, 2012, many of these customers can get a second chance at building a strong banking relationship at First Federal Bank!

The Bank's new StartFresh Checking Program gives most customers the opportunity to open a checking account even if they have been turned away at other financial institutions.

StartFresh Checking will include a host of great features with a low monthly fee:

- > Free VISA Debit Card
- > Direct Deposit
- > Unlimited ATM Withdrawals
- > Free Online Banking/Bill Payment
- > Free 24-Hour Automated Account Access by Phone
- > Opportunity to build a solid banking history and relationship with a strong community bank.

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From the Chairman



Clarence Zugelter
*Chairman of the Board, President
and Chief Executive Officer*

Still Strong & Secure

Spring has arrived. We are thankful for a mild winter which has allowed many families to start planning for a new home or home improvement projects! At First Federal Bank we continue to focus on building a strong and secure bank that helps customers buy or improve their homes and become more financially successful.

First Federal is dedicated locally and nationally to promoting home ownership. A recently completed Task Force of our home lending team produced a report entitled *Vision Forward*, which is dedicated to ensuring First Federal Bank remains one of the leading residential lenders in the Kansas City area. *Vision Forward* identifies the strategies required for First Federal to remain responsive to the needs of current and future home buyers.

Additionally, First Federal has now expanded nationally with the introduction of our National Home Loan Center. The National Home Loan Center offers the same outstanding customer service and home loan options our local customers enjoy to families across America. *Continued on page 3, From the Chairman >*

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Many banks, including First Federal Bank, use an account history monitoring service called ChexSystems to evaluate new customers. This has become a barrier that many potential customers cannot overcome.

Many people who would like to establish a banking relationship are blocked because they have a record on ChexSystems.

We're excited because StartFresh will allow the majority of those individuals to open a checking account at First Federal, and get on the path to greater financial success.



All StartFresh Checking Accounts include a VISA® Debit Card with no monthly fee

In addition to a new checking account, customers will also find basic financial education and money management resources at First Federal.

Each new customer can receive a free copy of *The Total Money Makeover* by Dave Ramsey, one of the most respected experts on personal finance.

We also offer easy-to-use budgeting calculators and more in the Financial Success section at FFBKC.com to help customers become more financially successful.

If any of your friends or loved ones have struggled with checking accounts in the past, encourage them to visit First Federal Bank to learn more about the StartFresh Checking Program!



Home Buying Q & A: *5 Tips for Negotiating Like a Pro*

The key to being a successful negotiator is having good information. The more you have, the more confidence you will have when it comes time to negotiate an offer on a home.

Here are five key questions you and your Realtor® should ask before making an offer on a home:

1. **What are other homes in the area selling for?**

Ask your Realtor to “pull comps” for this home. That’s the lingo used in Real Estate for seeing what similar homes sell for in the area.

2. **What is the current average “days on the market” for homes listed in the area?**

If homes in the area you’re looking at don’t stay on the market very long, you could end up competing with several other potential buyers interested in the home you’ve identified.

3. **What is the “sales to list price” ratio in the market?**

This will reveal the average “discount” on homes sold in the area from their listing prices. The smaller it is, the less likely a seller will be to negotiate.

4. **What’s the average “price per square foot” for homes in the area?**

This will put all homes in the area on equal footing – regardless of their size.

5. **What other factors can affect the property value?**

Crime, flooding, traffic, school quality, etc. Find out as much as you can about the area.

Now that you’re armed with facts, stay cool: don’t act like you’ve “fallen in love” with the house. Make the sellers and their agent convince you this is the right house for you.

Finally, the best advice we can give you is to always work with a Realtor who will be your advocate in the home purchase process.

Having a seasoned real estate professional on your side is the best way to ensure you make smart home buying decisions!

The Easy Way to Make Home Improvements

Get Pre-Approved today for an affordable First Federal MasterLine® of Credit

If you're like most of us, you have a list of big things you'd like to improve on your house. Maybe it's an updated kitchen with an island.... or maybe a renovated master bathroom?

Whatever your home improvement dreams are, it's a great time to GO BIG with a low-rate MasterLine Equity Line of Credit! You can even get Pre-Approved FAST at FFBKC.com.

Along with a great low rate of 2.99% APR* LOCKED for 15-Months, your MasterLine has even more great features:

- > Purchasing power of a credit limit up to \$100,000
- > Use up to 95% of your home equity to finance the home improvements you've dreamed of
- > You can lock a portion of your credit line at a fixed rate whenever you want, so you have the flexibility to save on interest expenses

2.99% APR
LOCKED for 15 Months!

4.75% APR*
Then variable rate as low as 4.75%

*APR= Annual Percentage Rate. After the introductory period, the APR will vary for the remaining life of the loan. As of 1/25/2011 the variable rate for lines of credit is Prime+.50% to Prime+1.0% APR. The rate will not exceed 18% APR & the floor rate is 4.75% APR. Available on lines of credit \$25,000 or more up to 80% CLTV. Kansas residents required to pay Kansas Mortgage Tax ranging from \$65 to \$260. Pre-payment fee of \$500 may apply. First Federal Bank checking account required. Subject to credit approval. Property insurance required. Consult your tax advisor regarding the deductibility of interest. Rates are subject to change without notice.

- > Get Pre-Approved FAST
It's easy! Fill out our fast & secure Pre-Approval form on our website at FFBKC.com

Spring is here, so it's **YOUR** time to make the improvements you've always wanted. We're ready to help you with a low-rate MasterLine of Credit from First Federal Bank!

From the Chairman: *Continued from page 1*

The positive comments from many of these new customers have been gratifying as they experience First Federal Bank's customer service and support for their home lending needs.

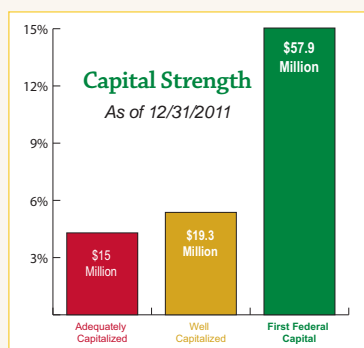
Helping families become more financially successful is of equal importance at First Federal Bank. This Spring we will introduce a new checking account that is specifically designed to meet the needs of individuals and families that have not been able to use a traditional bank.

This growing segment of the population has had to rely upon check cashing facilities that often charge exorbitant fees.

The new account, called StartFresh Checking, will combine a checking account with basic financial education for families that need a "second chance" with a community bank. We look forward to

helping this new group of customers become more financially successful.

As the largest mutually-owned bank in Missouri and Kansas, First Federal continues to be extremely strong and secure, with nearly three times the capital bank regulators require to be considered "well-capitalized."



Our success over 75 years is a result of the many loyal and long-time customers that continue to bank with us. Many of our customers are second and third generation who bought their first home or opened their first savings account with us.

The #1 reason people open accounts with us is due to a referral from a friend or family member who already banks with us. To each of you that refer people to First Federal, we say, "thank you!"

Please call upon us when we can be of service and I thank you for being one of our loyal and valued customers.

Thomas J. Zupetta
Chairman of the Board, President
and Chief Executive Officer

Go **BIG** with a Low Equity Rate



2.99%
APR

**LOCKED for
15 Months!**

See page 3 inside
for more details!

First Federal Bank

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For more information about
our banking services, please
visit the banking center
nearest you, or call:

(816) 241-7800
www.FFBKC.com



Financial Success Step #5:

Buy a home the right way: Get pre-approved first

Buying a home is one of the most important financial decisions you can make. Getting pre-approved for a home loan is a critical first step that can make buying a home much easier.

Being pre-approved means a lender has already reviewed your credit history and financial data before you make an offer on a home.

That means you will know the home price range that's best for you, and allow your Realtor® to target the best homes that fit your budget.

In today's market, Realtors talk to many people interested in houses; however, only a handful of potential buyers are



pre-approved for a home loan. Being pre-approved shows a Realtor that you're serious about finding a home and will begin identifying homes in your price range immediately. This means you'll be among the first to see any new homes that come on the market.

Being pre-approved also gives you an advantage if you and another buyer, who

isn't pre-approved, make an offer on the same house. This gives you a stronger negotiating position since a lender has already approved you for a home loan.

Getting pre-approved is fast and easy at First Federal Bank, and it's completely free. Simply visit our website to complete a home loan application: FFBKC.com/homeloans.

Turn to First Federal Bank today and we'll help you get started on the right path to greater financial success!

You can also visit the Financial Success page at FFBKC.com to download our complete Eight-Step Guide to Financial Success.