

Spring Newsletter 2021



5-Star Farmers & Merchants State Bank Continues to Thrive

January 2021: Coral Gables, Florida, BauerFinancial, Inc., the Nation's Premier Bank Rating Firm, proudly announces that Farmers & Merchants State Bank, Waterloo, Wisconsin has once again been awarded its highest (5-Star) rating for financial strength and stability. This is the 7th consecutive quarter that Farmers & Merchants State Bank has earned Bauer's highest rating. Earning a 5-Star rating indicates this bank excels in areas of capital adequacy, profitability, asset quality and much more. Farmers & Merchants State Bank has triumphed over everything that has been thrown its way over the past several years.



“This rating is impressive in the best of times,” notes Karen Dorway, president of the research firm. “But I can’t overstate the strength and prudence that Farmers & Merchants State Bank has exhibited over the past years that got it to this point. And as we begin 2021, we have every reason to believe that Farmers & Merchants State Bank will continue to thrive.”

Farmers & Merchants State Bank was established in 1897 and has been a boon for the communities it serves ever since. Whether by appointment, at a drive-thru (or walk-up), on your phone or online at fandmstbk.com, 5-Star rated Farmers & Merchants State Bank is ready, willing and able to serve its neighbors and friends.

Attention Maunasha Shareholders!

The Annual Shareholders Meeting will be held virtually on Tuesday, April 20, 2021.

Detailed information will be mailed to you in mid-March.

While we truly miss the opportunity to meet together as done in the past, we continue to be cautious and optimistic for the future!



Congratulations!

JENNIFER PEASLEE

As your financial Partner for Life, we are committed to providing the best possible service and products to you. Our Universal Banker training program reinforces this commitment.

Congratulations to Jennifer Peaslee who completed the necessary training to become a Universal Banker I.



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IT HAPPENED HERE! A TRUE STORY OF A CUSTOMER'S SCAM



At the end of January this year, one of our customers (we will keep this anonymous and refer to him as Mr. Smith) received a message on his personal computer that his WEnergies account number was updated. Mr. Smith went to our bank site to double-check his account and verified that everything looked fine. After he logged out and exited our site three screens immediately appeared and his computer locked up. The screens were “Spyware detected, Do Not Shut Off, and Call this Number.”

Mr. Smith called the number on the screen and was asked to repeat the numbers that appeared on his screen. He felt very uncomfortable but saw a Microsoft logo and Windows 10 in the bottom corner so thought it was legitimate. Smith then read the numbers to the person on the phone named “Timothy”. Timothy instantly gained access & control of Mr. Smith’s computer. While in control of the computer, Timothy was very professional and explained the procedures that he was doing so it really made Smith feel comfortable. Timothy said he had a list of viruses – supposedly 7,000 viruses!

The screen went blank. The Microsoft logo remained and Timothy stated that they were a company that was leased out by Microsoft that offered a manual spyware package for \$499 or an automatic spyware package for \$599. Mr. Smith said that he was not interested and ended the call; he had a very bad feeling. Over the week-end he lamented on how he had so quickly and unknowingly gave access to his computer to a stranger. He had a miserable sleepless weekend. He contacted us as soon as he could and had his account shut down. Fortunately there were no fraudulent transactions. He opened a new account with us. He also had his computer checked by a professional who found malware had been installed.

LESSON LEARNED! NEVER GIVE ACCESS TO YOUR COMPUTER, NEVER SHARE YOUR PASSWORDS/LOG IN, OR GIVE PERSONAL INFORMATION TO SOMEONE WHO ALREADY HAS IT.

ROMANCE IS MORE COSTLY THAN YOU THINK WITH \$475 MILLION IN SCAMS - “HEART BREAKING” ❤️ NEWS FROM THE FBI

As many would agree, affairs of the heart can be, well, heartbreaking. But what happens when the cost of a romance is surpassed by the damage it does to your bank account? A recent report by the FBI takes a look at romance fraud and the devastating financial cost it has beyond a broken heart. Romance fraud also known as “confidence” fraud has been breaking hearts and bank accounts the world over. Nearly 20,000 complaints with a total price tag of \$475 million in fraudulent damages is felt to be underreported due to the nature of the crime being too sensitive for many victims to consider making an FBI complaint.

Regardless if the fraud is reported or not, the FBI warns the number of confidence scams continues to grow. Financial damages reached almost a half a billion dollars in 2019. Now that’s an expensive date. The criminals who carry out romance scams are experts at what they do. The swindler strategy is simple: say or do anything to gain your trust and eventually, your money. If you develop a romantic relationship with someone you meet online, consider the following:



- ♥ Research the person’s photo and profile using online searches to see if the material has been used elsewhere.
- ♥ Go slow and ask questions.
- ♥ Beware if the individual seems too perfect or quickly asks you to leave a dating service of social media sites to go “offline.”
- ♥ Beware if the individual attempts to isolate you from friends, family or requests.
- ♥ Beware if the person promises to meet in person, but then always comes up with an excuse why he or she can’t. If you haven’t met the person after a few months, for whatever reason, you have a good reason to be suspicious.
- ♥ Never send money to anyone that you don’t know personally.

If you believe you are a victim of a romantic scam, stop all contact immediately and file a complaint online at [ic3.gov](https://www.ic3.gov).

SPRING CLEANING YOUR FILES?

Farmers & Merchants State Bank
210 W. Madison Street
Waterloo, WI 53594

Prsrt Std
US Postage
PAID
Milwaukee, WI
Permit #5654

Credit card and bank statements should be kept for one year; keep loan documents and insurance policies until they're inactive; keep tax records for seven years; keep medical records, birth certificates and other vital records forever.

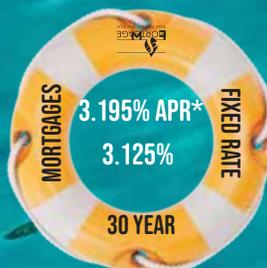


*APR is Annual Percentage Rate. Consult your tax advisor on interest deductibility. Interest rate in effect 2/23/2021. Subject to approval. Subject to change without notice. Some restrictions apply. Other great rates and terms available. The information provided assumes the purpose of the loan is for a no cash out refinance OR purchase a property, with a loan amount of \$150,000. The property is an existing single family home and will be used as a primary residence. Minimum equity or down payment of 40% required with a minimum credit score of 660. At 3.125% interest rate, the APR for this loan type is 3.195%. The monthly payment schedule would be: 359 payments of \$642.56 and 1 payment of \$643.59. If an escrow account is required or requested, the actual monthly payment will also include amounts for real estate taxes and home owner's insurance premiums and will be greater. NMLS ID# 411936



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