

Ease Of Customer Transactions A Key To Steady Sales Growth.


Would you like to increase the average amount of your per ticket sale? Would you like to simplify your transaction paperwork — and improve transaction security? Does your business accept debit or credit cards? Did you know that all merchant card accounts are not created equal? Nor do some banks treat them equally.

It's a fact that businesses offering the convenience of credit and/or debit card transactions have higher sale volumes. These same companies enjoy the speed of electronic funds collection and simplified accounting, which improves cash flow.

But not all merchant card transaction providers deliver the range of security and service many businesses require. Security Federal offers additional online account management access that provides leading edge technology that's user friendly.

As a merchant card client, you'll benefit from not only around-the-clock peace of mind but also the confidence that your business's electronic cash collection will run without interruption 365-days a year. Some of the additional merchant service benefits for businesses include:

- Personalized customer service
- Staff training at your location(s)
- Ability to process all major credit and debit cards
- Option to save more by purchasing the transaction equipment

To learn more about how you can lower your transaction costs, improve your per sale transaction amounts and provide increased security measures, talk Lynne Ness, Business Development Director, at 574/722-3826. 



MoneyLetter

Ideas & Strategies for Success



How Do You Manage Cash Flow In Tight Times?

By Kevin Love,
Vice President of Commercial Banking

Managing a business is like sailing. You can have a well-equipped vessel, but you've always got to be on the lookout for changing weather conditions. In business, projecting your cash flow is like staying aware of those weather conditions.

So, how do you manage your business and generate profits when your cash flow is limited and times are difficult?

Cash is the lifeblood of any business. It pays wages, bills, makes interest and dividend payments, reduces debt, increases equity and profit, and lays the foundation for expansion

While many firms may be generating profits, their rate of growth can put them in a position of being "cash poor." Sometimes recessionary slowdowns can leave crippling effects on a business.

Here are some key steps to help you maximize cash flow:


- Look ahead; forecast your operational expenses and revenue every quarter. Use your experience of cyclical changes in your business as an additional forecasting tool. Be conservative in your projections. Maintain current Account Receivable records. Keep all clients on a 30-day basis. Consider changing net discount terms to ensure quicker collections.

Planning for upcoming events is essential for every business. Helping your banker "stay on the same page" with your plans is also a good idea.

- Set up internet banking so you can quickly view balances, transfer funds, pay bills, and detect fraud by viewing account activity in real-time.
- Set up a "Sweep Account". It links a commercial checking account with an interest bearing non-deposit account that automatically sweeps funds to and from accounts as needed to provide the highest yield possible.

- Monitor debt so interest payments don't consume cash needed for other purposes.
- Set up "Remote Deposit Capture". It is a simple process of depositing checks in the convenience of your office.

- Consult your accountant to see how you can maximize resources, minimize taxes, and anticipate needed operational changes.

Finally, keep your banker advised of plans and trends that affect your business, for better or worse. The better prepared you are and the better your banker is prepared for upcoming events, the more likely you are to weather the storm. 



Kevin Love is Vice President of Commercial Banking. If you have and business banking needs and would like to arrange a confidential meeting to review them, please call Kevin at 574/722-6162.

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