

Business FIRST

*News and Resources
from First Financial*

1 First Financial
FEDERAL CREDIT UNION



Winter Greetings!

Happy New Year & Valentine's Day greetings to our business community! We hope you enjoyed the holiday season and spent time with your loved ones.

We're grateful for your partnership and the trust you've placed in us. Your business has been instrumental in shaping our success, and we're excited for what 2024 holds.

At First Financial, we love working with the local businesses in our community and are happy to showcase how our products and services help them run successful ventures.



Check out **Matticus Bricks LLC**, another one of our valued business members from the Toms River area. Watch the above video to learn why owner and LEGO enthusiast Matthew Koba feels at home by banking here at First Financial.

If you would like your business to be featured in an upcoming Business Member Spotlight, please contact **business@firstffcu.com**

We thank you for your continued support, and for always Thinking First. Wishing you a successful 2024!



Sincerely,

Chantel Baptiste

Business Development Officer



If you're looking for a **Business Loan** for your small business, look no further than First Financial! We understand that not every business is the same, and therefore not every loan need is the same. This is exactly why we've created customized lending solutions to meet your business needs. From commercial real estate loans to vehicle and equipment loans, and even business lines of credit – we've got your business covered.

Email us at **business@firstffcu.com** or call (732) 312-1541 to learn more.

Get Started



POST-HOLIDAY STRATEGIES FOR SMALL BUSINESSES

The holiday season – with its bustling sales and promotions – often leaves small businesses facing a unique set of challenges once it subsides. How can your business bounce back and maintain momentum long after the holidays are over? Here's [a comprehensive guide](#) to post-holiday business strategies that can rejuvenate and propel your small business forward going into a new year.

[Read More](#)

What is a Money Mule?



Easy Money or Money Mule?

A [money mule](#) acts as a layer of distance between a scammer and their victims by handling stolen funds on behalf of someone else, either knowingly or unknowingly. Money mules make a scam harder to trace and the money harder to find.

[Learn More](#)



THESE SMALL BUSINESS TRENDS LOOK TO SHAPE 2024

As a small business owner, it is important to monitor business trends in their respective industry. While no one can predict exactly what the future will hold, there are plenty of trends entrepreneurs can monitor to prepare for challenges and opportunities in the days ahead. With potential impacts for both day-to-day operations and the long-term picture, the following trends should inform your small business strategy in the new year.

[**Learn More**](#)



Save up to 20% on TurboTax federal products (with great options for small business owners), just for being a First Financial member.*

[Get Started](#)



UPCOMING HOLIDAY CLOSINGS & IMPORTANT DATES

Monday, February 19

All locations will be closed in observance of Presidents' Day

Tuesday, February 27

[Transitions to Retirement Virtual Seminar](#), 6pm

Tuesday, March 5

[Rollover Planning Virtual Seminar](#), 6pm

Tuesday, March 19

Rethinking Diversification Virtual Seminar, 6pm

Sign up for our **seminar text alert program** - we'll send you updates on future seminars and you can register right from your mobile phone!

***If you do not receive an automated confirmation message after enrolling, please text "Yes" to (201) 808-1038**



View our current operating hours on our website. To set up an appointment at your local branch, call (732) 312-1500.

Be sure to **check our website** and social media channels for the latest updates on our hours of operation.



Chantel Baptiste

Business Development Officer

First Financial FCU

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You have the right to opt out of our emails. Please follow the instructions below and click on the SafeUnsubscribe link to do so.

