

Business FIRST

*News and Resources
from First Financial*



Summer Greetings!

Summer is heating up, and so is the summer edition of First Financial's Business First Newsletter. Full of *cool* business banking information, educational resources, and upcoming virtual seminars - you'll want to keep reading as you check in on your business and plan for the second half of the year ahead.

At First Financial, the members and local businesses that we support are at the heart of everything we do. We are happy to showcase how our products and services help our members every day.

Check out [**Nino's Bistro Express**](#), an expansion of [**Nino's Coal Fired Pizza**](#) and one of our valued business members. Watch their [**video interview**](#) to learn why First Financial was the easy choice for their banking when they decided to expand and open their new location in Monmouth County. Fast and accessible business banking are two of the ways in which Joey Schifilliti of Nino's sliced (*or put*) it, when asked why Nino's banks with First Financial.



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

Should you or your employees have any banking questions or wish to discuss your financial goals personally or for your business, reach out by emailing business@firstffcu.com, stop into your local [branch](#), or call us at 732.312.1500.

Sincerely,
First Financial



Our **Business Checking Accounts** are made with local businesses in mind. Whether your business is just starting out and you're looking for an account with no minimum balance requirement, or it's scaling up and you're looking to get more out of your business banking, our simple, convenient accounts and personalized service can't be beat.

[Learn More](#)



MID-YEAR CHECK-IN: KEEPING YOUR SMALL BUSINESS ON TRACK

Now that more than half of the year is behind us, it's the perfect time for small business owners to take a step back and assess where things stand so far. With the end of the year still months away, a check-up can be a powerful strategy in realigning your goals, improving operations, and helping to finish the year strong. Here are five essential tips to help guide your mid-year business review.

Keep Reading



TEXT SCAMS THAT MAY TARGET YOUR SMALL BUSINESS

Text scam losses are skyrocketing. Want to help your employees spot and avoid the most common text scams? Keep reading to help prevent fake fraud alerts, phony unpaid toll notices, and bogus job offerings from happening to your small business.

[Learn More](#)



Summer presents an excellent opportunity for small businesses to boost visibility, build community connections, and drive seasonal sales. From refreshed branding to local partnerships, now is the time to get creative with your marketing strategy. Here are seven effective ways to turn up the heat on your marketing this summer.

[**Continue Reading**](#)



UPCOMING HOLIDAY CLOSINGS & IMPORTANT DATES

Wednesday, August 20 – [Transitions to Retirement Virtual Seminar](#), 6pm

Monday, September 1 – All locations will be closed in observance of Labor Day

Monday, September 8 – [Investment Diversification Virtual Seminar](#), 6pm

Tuesday, September 23 – [Rollover Planning Virtual Seminar](#), 6pm

Monday, October 13 - All locations will be closed in observance of Columbus/Indigenous Peoples' Day

Sign up for our new [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*



FIRST FINANCIAL'S CURRENT OPERATING HOURS

View our [current operating hours](#) on our website. To set up an appointment at your local branch, please call **732.312.1500**.

Be sure to check out our [website](#) and social media channels for the latest updates on our hours of operation.

firstffcu.com

business@firstffcu.com

(732) 312-1500 | Local Callers

(866) 750-0100 | Out of Area



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