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with Online Banking

**Customer Service & More:**

216.529.2700 • 1.800.966.7300  
(outside Cuyahoga County)

**Customer Service Hours:**

Mon-Thu 8-5, Fri 8-6, Sat 9-1

**Branch Hours:**

Mon-Thu 9-4, Fri 9-6, Sat 9-1

**NEW TellerPhone:**

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**E-Mail Comments & Questions:**

info@FFL.net

**Branch Locations:**

- Avon Lake • Fairview Park • Lakewood •
- North Olmsted • North Ridgeville •
- Olmsted Township • Rocky River • Strongsville •
- Westlake/Crocker • Westlake/Detroit



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Lakewood, Ohio 44107-0032

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**First Federal Commits to Lakewood**

First Federal, a downtown Lakewood mainstay for 69 years, has invested more than \$2 million into its corporate headquarters, 14806 Detroit Ave., positioning itself for future growth on the interior, while revitalizing the exterior of five buildings between Cook Avenue and Warren Road.



First Federal's renovated headquarters at the Detroit Avenue/Warren Road intersection in Lakewood.

First Federal launched the unveiling ceremony with a ribbon-cutting ceremony on Thursday, April 22 and

hosted an open house on Saturday, April 24, from 9 a.m. to 2 p.m. The general public enjoyed prize drawings, tours, entertainment, refreshments and snacks.



Mayor Thomas George, Gary Fix, Executive Vice President & COO and Terry Tracy, President & Managing Officer, lead the Lakewood headquarters ribbon-cutting ceremony.

**Board Announcements**



**Larry E. Faulhaber** (left) has been appointed Chairman after 26 years on First Federal's board of directors.

Faulhaber replaces **Dr. Roger L. Holmes**, who retires after 30 years of service, but maintains his Director Emeritus status.

**Gary R. Fix** (right), who joined First Federal in 1985 as Vice President and Chief Financial Officer, and was appointed Executive Vice President and Chief Operating Officer in June 2003, has joined the board.

Faulhaber, Holmes and Fix have been principal contributors to First Federal's success during the last 30 years, and, more importantly, each epitomizes First Federal's commitment to community service.

**On The Move**



The First Federal Rocky River branch will be moving soon into a new home, 20425 Center Ridge Rd. — across the street from its current location, 20525 Center Ridge Rd.

Watch for grand opening details this summer!



- Free initial consultation
- Help building your retirement fund
- Free educational seminars
- "How to pay for college" strategies
- Estate planning
- Long-term care & life insurance programs

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**inside this issue**

**Lakewood Renovations**

FFL unveils multi-million dollar headquarters renovation.



**Cleveland Foodbank Promotion**

FFL to donate \$5 for every new checking account opened.



**Free Checking**

FFL introduces Free Checking.



**Home Improvement**

Improving your home with a home equity line of credit.



**and more!**



Skipper the Clown entertains First Federal customers during the April 24 open house.

**Fact:** The Marshall building interior renovations have expanded First Federal's headquarters from 39,807 square feet to 54,958 square feet.

**New Branch Manager**

Eileen Nunney has been appointed Branch Manager for First Federal's North Ridgeville branch.



Nunney joined First Federal in 1997. She has held the positions of Head Teller and Financial Counselor at the Fairview Park branch, and most recently served as the North Ridgeville Assistant Branch Manager.

**Three Join Loan Originator Team**

Jason Kugler, Mike Wheeler and Ronald Zambetti, First Federal's newest Dedicated Outside Loan Originators, join team members Mary Lou Call and Robert Murphy to simplify the home-loan process for customers.

The team is available seven days a week to meet customers at any First Federal branch, or at the customer's home, office or other convenient location.

Customers can contact a First Federal Loan Originator by calling Customer Service & More at 216.529.2700.

**FFL E-mail Newsletter**

**Sign Up Today!**

Stay informed by subscribing to First Federal's e-mail newsletter:

- Delivered bi-weekly to your e-mail
- Learn about new products, company news, fun facts, special offers and more

Subscribe online today at [www.FFL.net](http://www.FFL.net), call Customer Service & More or visit your local branch.

**Home Buying Starts Here**

Rely on First Federal of Lakewood to simplify the home-buying process for you. First Federal's home-buying solution includes an online home-buying guide (Home Buyer's Helper), special first time home-buyer loans, friendly and knowledgeable Loan Originators and an array of conventional mortgage loans.



Our First Time Home Buyer's Loan program features 100% Financing, 5% Down and 80/20 – all with no private mortgage insurance (PMI).

To begin today, call Customer Service & More, stop by any area branch, or visit us online at [www.FFL.net](http://www.FFL.net).

**Home Improvements**

According to the Consumer Bankers Association, approximately 24% of home equity lines of credit (HELOC) are used for financing home improvements.

While cost-recovery rates for all home improvements remain high (a national average of 86.4%), low-priced projects, such as siding, are exhibiting better cost-recovery rates than high-priced projects, such as basement remodels.

Based on Remodeling Online's 2003 survey, the following home improvements yielded the highest return in Cleveland.

**2003 Cost vs. Value – Cleveland, Ohio**

Home Improvement	Job Cost	Resale Value	Cost Recouped
Siding Replacement	\$7,638	\$8,500	111.3%
Family Room Addition	\$58,210	\$39,500	67.9%
Master Suite Addition	\$75,773	\$50,667	66.9%
Major Kitchen Remodel	\$45,527	\$28,500	62.6%
Window Replacement	\$10,143	\$6,250	61.6%

Source: Remodeling Online, 2003 Cost vs. Value Report  
To view additional survey results by project or region, go to [www.remodeling.hw.net](http://www.remodeling.hw.net)

**First Federal of Lakewood HELOC Features**

- Low, three-month introductory rate
- Open-ended, adjustable rate
- Post-introductory rate = Prime Rate plus 0%\*
- Minimum, monthly payments are interest only
- Borrow up to 85% of the appraised value of your home, less any other loans on the property
- Loan payments may be tax deductible\*\*

\*Subject to credit approval. See an FFL rep for details.  
\*\*Consult your tax advisor regarding the deductibility of interest.

Ask about a First Federal HELOC today. Call Customer Service & More, visit [www.FFL.net](http://www.FFL.net) or stop by any of our 10 area branches.

**Free Checking!**

**Student Checking at 16!**

**Introducing Free Checking**

First Federal is now featuring Free Checking.

- No monthly fees
- Free ATM/debit card
- Free online banking
- Free FFL ATM use
- No monthly balance requirements
- First box of checks is free

Call Customer Service & More, or visit your local branch to find out if Free Checking is right for you.

The First Federal Student Checking account age limit has been lowered from 18 to 16.

Now, individuals between the ages of 16 and 24 can take advantage of Student Checking. The account features:

- ATM access
- Only \$10 to open
- No monthly fees or minimum balance
- Free ATM/debit card
- Free online banking

Congratulations to our \$500 Student Checking scholarship winners: Jessica Estman, Olmsted Township; Colleen Klonk, Bay Village and John Simiele, Westlake!

**Checking That Makes a Difference**



For every new checking account opened from May 1 to July 31, First Federal will donate \$5 to the Cleveland Foodbank. Every dollar donated to the Cleveland Foodbank provides four nutritious meals to a hungry family.

Support the Cleveland Foodbank's mission – to alleviate hunger by providing food and support to agencies that feed the hungry – and open a checking account today.

For more information, call Customer Service & More, visit [www.FFL.net](http://www.FFL.net) or stop by any of our 10 area branches.

**Cleveland Foodbank Facts and Figures**

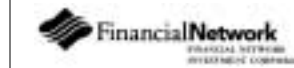
In 2003, the Foodbank distributed 18 million pounds of food and other essential products to 450 member programs in six Northeast Ohio counties.

Member agencies include: food pantries, soup kitchens, child-care centers, programs for the elderly and other non-profit agencies.

Member agencies serve over 100,000 individuals each year including:

- Children (36%)
- Children age five or under (9%)
- The elderly (10%)
- Households with at least one member in poor health (35%)
- Households that have to choose between food or utilities (45%)
- Households earning less than \$1,000 per month (71%)

**FIRST FEDERAL LAKEWOOD Investment Services DEPARTMENT**



**Get More Online!**

Customers now can access valuable investing and financial-planning information at any time, thanks to First Federal of Lakewood Investment Services Department's new and improved Web site — [www.fflinvestments.com](http://www.fflinvestments.com).

The site offers in-depth information on financial planning topics, including:

- Estate planning
- Investments
- Retirement
- Insurance
- Personal finance
- Taxes

The site also features research tools, market and financial news updates and online trading services.

**Contact Us**

First Federal of Lakewood Investment Services Department offers free portfolio reviews and free term life insurance quotes. Simply call, e-mail or visit an Investment Advisor Representative today for more information.

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Avon Lake	Fairview Park	Lakewood	North Olmsted	North Ridgeville	Olmsted Township	Rocky River	Strongsville	Westlake/Crocker	Westlake/Detroit
32812 Walker Rd. Linda Zelonis, Manager 440.930.5161	22380 Lorain Rd. Judy Norton, Manager 440.716.9708	14806 Detroit Ave. Debbie Girman, Manager 216.221.7300	26614 Lorain Rd. Meena Mangla, Asst. Manager 440.777.9000	34385 Center Ridge Rd. Eileen Nunney, Manager 440.327.1311/440.244.5232	26908 Cook Rd. Edward Turza, Manager 440.235.7154	20525 Center Ridge Rd. Katherine Murphy, Manager 440.895.9586	14244 Pearl Rd. Michael Sedlock, Manager 440.572.6080	2035 Crocker Rd. Alysia Wright, Manager 440.835.4409	24441 Detroit Rd. Rich Morales, Manager 440.871.4667

Coming soon! First Federal of Lakewood Online Home Buyer's Seminars on [www.FFL.net](http://www.FFL.net).



Online banking in style! Check out our redesigned site at [www.FFL.net](http://www.FFL.net). It's simple, convenient and loaded with new features and information

