

CONSUMER PROFILE

This profile is designed to examine your banking habits. It will help you in selecting or ensuring you have the most effective service fee package for your needs. Complete this profile prior to a talk with your financial institution.

Are you under 19? Are you enrolled in a full-time post-secondary school education?

Are you a senior*? (*contact your bank for age stipulations)

If you answered "yes" to any of the above questions, check with your financial institution for a specially-priced plan tailored to your situation. If none of the above apply, please continue...

What is your estimated minimum monthly balance?

MY BANKING ACTIVITIES

(estimated # of transactions per month)

withdraw money	<input type="checkbox"/>	account transfers	<input type="checkbox"/>
write cheques	<input type="checkbox"/>	bill payments	<input type="checkbox"/>
Interac Direct Payment . . .	<input type="checkbox"/>	pre-authorized payments	<input type="checkbox"/>

total estimated monthly transactions



Next, consider any extras you may want included in your plan...

withdrawals at other financial institutions' ABMs . .	<input type="checkbox"/>	stop payments	<input type="checkbox"/>
overdraft protection	<input type="checkbox"/>	direct payment outside of Canada	<input type="checkbox"/>
cancelled cheques returned .	<input type="checkbox"/>	travellers cheques	<input type="checkbox"/>
spousal/joint holder benefits .	<input type="checkbox"/>	foreign currency	<input type="checkbox"/>
rewards	<input type="checkbox"/>	safe deposit box	<input type="checkbox"/>
money orders	<input type="checkbox"/>	credit cards	<input type="checkbox"/>

HOW DO YOU BANK?

Some people do all of their transactions in-branch, with the assistance of a teller or branch representative. Others do a mix of in-branch and self-serve* transactions, while still others prefer to do all of their transactions on a self-serve basis.

Now take a look at how you conduct your banking activities and estimate the number of transactions per month that will be in-branch and/or self-serve.

of in-branch transactions # of self-serve transactions

**self-serve refers to electronic banking options such as ABMs, Interac Direct Payment, telephone banking and PC/Internet banking. Your bank may also include cheques as self-serve.*

You may want to discuss the following with your financial institution...

- access to PC/Internet banking
- access to telephone banking
- record keeping options (passbook, statement)
- account inquiries
- fees waived for minimum account balance

MAKING A DECISION

So, what type of service plan, if any, do you need? If you already have a plan, assess whether it's right for you. A wide variety of offerings are out there. There's "basic" (for people with little account activity per month – 12 or less transactions) to "comprehensive" (for people with diverse needs and frequent account activity each month – 40+ transactions). There are plans for "connected customers" who use electronic banking to its fullest potential, while other plans are for people who prefer the "personal touch" of in-branch banking.

If you have access to the Internet, Industry Canada has a helpful Financial Service Charges Calculator at www.strategis.ic.gc.ca/SSG/ca00669e.html that allows you to compare monthly service fees at various Canadian financial institutions.

Source: Getting Value for Your Service Fees (Feb. 2002); Canadian Bankers Association