

AUGUST 2020

VOLUME 02

# TALK OF THE TOWN



## Banking During a Pandemic

Learn what has changed and what "banking" looks like moving forward.

## TCBT Voted Best of Nelson County for 2020

Find out which "Best Of" categories we won!

[WWW.MYTCBT.BANK](http://WWW.MYTCBT.BANK)



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# INVESTING DURING COVID-19

WRITTEN BY: COREY MONIN  
CLIENT RELATIONSHIP MANAGER

The world and our daily lives have changed drastically over the last few months. States have grappled with reopening plans, the economy has struggled to regain its footing, and we have all been adjusting to the “new normal.” Despite this ominous time, the S&P 500 stock market index just experienced its best quarter in over 20 years and has been approaching pre-COVID levels. This has led to a popular question:

**“Is now the time to sell my stocks (or investments) and buy them back when the virus has passed?”**

Unfortunately, this cannot be answered with a simple “yes” or “no.” Everyone’s situation is different, but timing the market has proven to be an ineffective strategy for most investors over the years due to needing to correctly time both when to sell and when to buy back.

If this year has taught us anything, that task is extremely difficult, if not impossible. From mid-February to late March, the S&P 500 index fell almost 34%, but it has since bounced back more than 45%. Mistiming this “V-shaped” rally could have been a tremendous detriment to your investment portfolio. So instead of guessing the path of the virus and timing the market, focus more on evaluating your goals, liquidity needs, time horizon, and risk tolerance. Then ask this question:

**“Are my investments properly aligned to meet my goals?”**

If you are unsure, then now is a great time to meet with our Wealth Management team. At Town & Country Bank, we help assess your financial situation and ensure that your investments are properly aligned by tailoring our investment portfolios to meet each individual’s needs and goals. To speak with a member of our Wealth Management team, feel free to stop by the main branch or give us a call at (502) 337-6200.





# BANKING DURING A PANDEMIC

**WRITTEN BY: VARIOUS TCBT DEPARTMENTS**

## **Reflecting on the Payroll Protection Program (PPP)**

As bankers are together and trading stories 20 years from now, they will all have vivid reflections of the frenzy that began on Friday April 3rd, 2020 when PPP went live. The well-intended program designed as part of the CARES Act to support small businesses in retaining employees and keeping paychecks flowing was put together with record speed. Because of this, there was a constant change in direction to both borrowers and bankers from the SBA and the Treasury Department. While this was challenging, ultimately the guidance would be clarified, and small businesses would receive the much-needed funds. Funds that would assist in surviving the onset of the Covid-19 pandemic which resulted in many businesses being required to close or make major changes to operations.

Our team, which included members of various departments such as lending, credit administration, loan operations, and branch staff rallied together and showed tremendous resiliency to ensure that the needs of every qualified small business customer were met. Our team worked around the clock reviewing and submitting applications, preparing documents, cutting checks, and closing loans. There were days where we closed as many as 30 loans. Being mindful of COVID-19 and social distancing requirements, the loans were closed by appointment in three closing stations located at the entrances of our Main Office with additional closing stations at our New Haven and Lawrenceburg branches.

We are proud to say that after two rounds of the PPP program, we were able to assist 213 small businesses in the communities that we serve. In doing so, we provided approximately \$15.5 million in funding, impacting 2,322 jobs.



The initial chapter has closed but the PPP story is not over. We now will be working with our borrowers to determine forgiveness eligibility and submitting their information to the SBA. New guidance will be sent out instructing our borrowers on the next steps of this process. We will also continue to monitor efforts by members of Congress to simplify the forgiveness process for borrowers under a certain threshold.

In 20 years, while we will all trade stories of April 3rd, 2020—the part we will remember most is the way that Community Banks across the country rallied. Community Banks supported more individual small businesses than their larger counterparts, with smaller teams and less technology. Because of this, the smallest of businesses and those most impacted, received much needed relief to support the jobs that they provide to our communities. That is the part we will all remember most in those reflections.

### **Borrowing While Distancing**

Although online lending is not a new thing, at Town & Country Bank, we pride ourselves on top-notch face to face service. We know our customers by name and like it that way. During these times of social distancing, we have had to make it a top priority to advance our online options and offerings. We have always worked with customers when they needed to have options for sending in applications through email and other electronic methods; but we are now able to do a full mortgage loan without a face to face meeting- from application to closing!

Our online application process does not mean that you do not get quality customer service! It just means that you can social distance if needed or fill out the application without having to adjust your hectic schedule due to banking hours. The online application is even mobile friendly! It can be done entirely on your smartphone if preferred, no desktop necessary!

In April this year, while many businesses were closed, Raluca Loher was the first Town & Country Bank customer to go through the process of a mortgage refinance without ever having a single face to face meeting. She completed the application from her laptop and electronically submitted all her financial information. She even did a curbside closing due to the COVID-19 business closures.

***"Working with Town & Country Bank right at the time when we were all in the midst of a quarantine was the most seamless experience. As everyone else, from schools to businesses, kept struggling to figure out online learning and virtual collaboration, my bank gave me the confidence that they have a process that not only kept my information safe but was also easy to accomplish from my computer." –Raluca Loher***

It is our goal to provide the best possible customer service under any and all circumstances. Town & Country Bank and Trust Co will be here for our customers both virtually and face to face!

### **Stepping Out of the Comfort Zone**

Customers have been pushed to step out of their comfort zone and use services such as online banking, mobile banking and the hometown telephone line. Many customers will see the value in the new way of doing things because of the ease and convenience of not physically going to a branch.

***"One particular afternoon I had multiple cars lined up in the back parking lot waiting for help with mobile banking. I went from one car to the next until every customer was able to access online banking through their cell phones."- April McMahan, New Haven Banking Center Manager***

More than ever we have gone the extra mile and remained flexible enough to meet customers needs.







# HELPING BUSINESS OWNERS REACH SUCCESS

## Chase Stratton's journey with TCBT

Written By: Emerson Ballard  
EVP, Chief Lending Officer

Chase Stratton unknowingly started his career as a teenager by buying and selling items such as ATV's. From there, it grew to vehicles and tractors, and then to small equipment and now heavy equipment through his company called Hayden Stratton Company, LLC. Within the past few years, Chase has also gotten into Real Estate. He has experience buying and selling residential and commercial properties.

We have had the privilege of working with Chase over the last 4+ years as he has established and grown his business, and expanded his investment efforts. He is a quick learner and takes smart, calculated risks. He openly accepts feedback as well as giving his honest opinion of matters. He is a pleasure to work with.

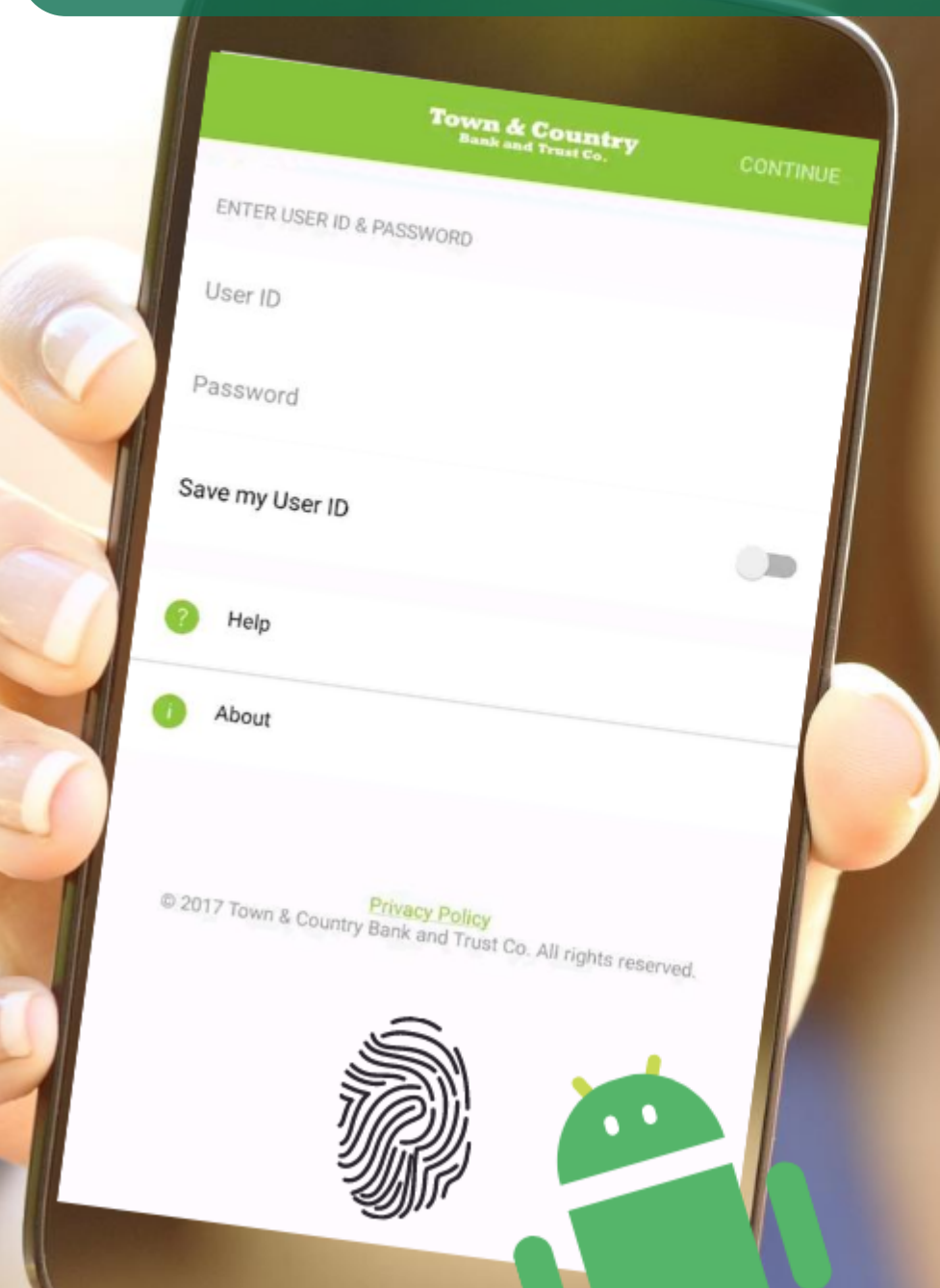
**"Town & Country Bank and Trust Company has been an invaluable partner in the growth of my business. Their attention to both my financial needs and overall success has been nothing short of great. As a younger small business owner, having a financial partner that was willing to take a chance on me and have both the belief and confidence in my vision is really what sets them apart."**- Chase Stratton

The future is bright for Chase Stratton and the Hayden Stratton Company. I look forward to many years of successful collaboration between Chase and TCBT!



# FINGERPRINT UNLOCK AVAILABLE FOR TCBT APP

Add an extra layer of security to your online banking! You can now sign into your TCBT app using your fingerprint. This feature is available on both Apple and Android devices and easy to set up! Don't have our app? Download it today from the App Store or Google Play Store! For more details, call our Customer Resource Center at 1-877-813-3282.



**Town & Country**  
Bank and Trust Co.



# YOU HAVE QUESTIONS...

Have you ever thought of questions when it comes to your own personal banking, finances, loans, etc. but wasn't sure who to ask?



## Ask the Professional

**"IS THERE A WAY TO ROUND UP YOUR PURCHASE AND THE EXTRA CHANGE IS PUT INTO A SAVINGS ACCOUNT?"**

We have that now, it's called Savings Made Simple!

### How does it work?

Use your Town & Country Bank and Trust Co. Debit Card at the point of sale and choose "Credit - Sign for Purchase." Your transaction will automatically round up to the next dollar amount and deposit the change into your savings account. It's that easy!

All you need to get started with Savings Made Simple is a Town & Country Bank and Trust Co. Checking Account and Debit Card, along with a Town & Country Bank and Trust Co. Savings Account.

To enroll, call our Customer Resource Center at **1-877-813-3282** or visit your local banking center today!

**"April L. McMahan: New Haven Banking Center Manager"**



## Ask the Professional

**"WHAT IS NEEDED TO GET A BUSINESS LOAN?"**

"We are eager to speak with anyone interested in obtaining a business loan, just like any of our banking products. Some of the general information needed includes the business name and the name of the owners, along with details of the loan request. Some items needed typically include tax returns, financial statements, and collateral documentation. We welcome the opportunity to help anyone considering a loan for their business. The most important part of inquiring about a business loan is the conversation we establish with our customer. We truly value every relationship-big or small."

**"William Raffo Wimsett III: Loan Officer"**



# ...AND WE HAVE ANSWERS!

Not to worry! We will take care of that for you by "Asking the Professional". If you have questions that you would like answered, call our Customer Resource Center at 1-877-813-3282.

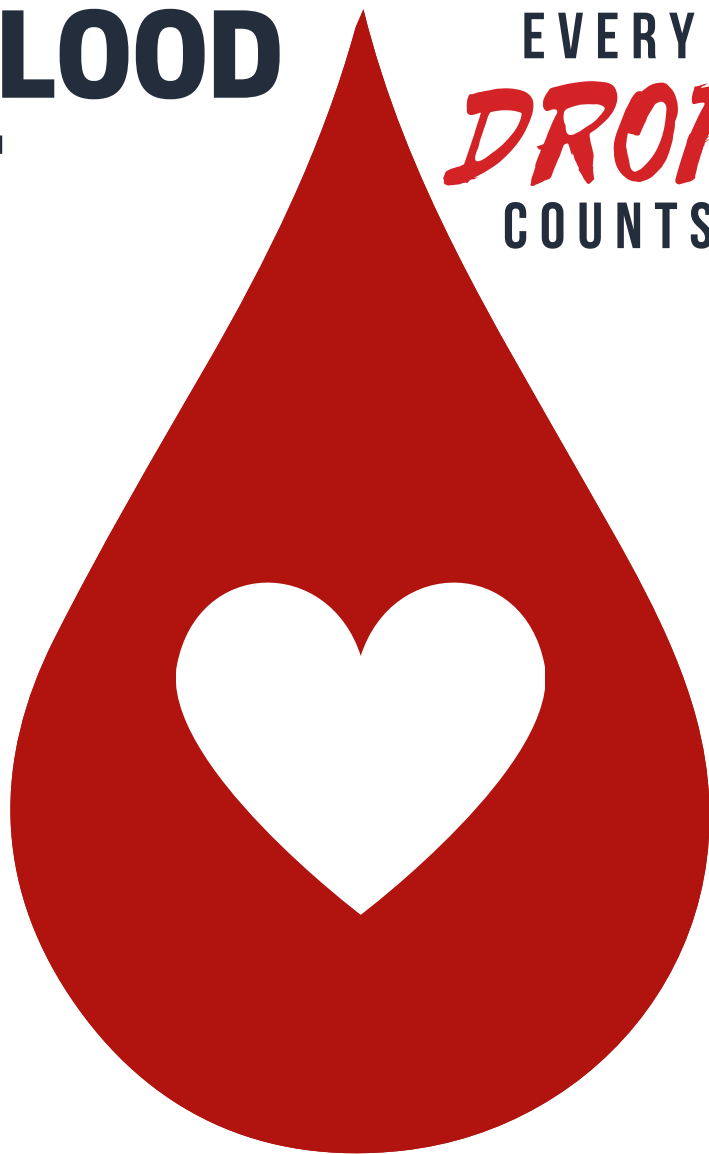


# TCBT HOSTS BLOOD DRIVE AMIDST PANDEMIC

EVERY  
***DROP***  
COUNTS

The time to give the gift of LIFE is more important now than ever. In partnership with the American Red Cross, we hosted our 2nd blood drive of the year. Following CDC guidelines, you as a community stepped up to the plate and saved lives!

Interested in being a donor? Go to [www.redcrossblood.org/donate-blood/how-to-donate/common-concerns/first-time-donors.html](http://www.redcrossblood.org/donate-blood/how-to-donate/common-concerns/first-time-donors.html) for more details on how to get started!



**26 pints of  
blood  
donated= 78  
lives saved!**



**WANT TO  
DONATE AT OUR  
NEXT BLOOD  
DRIVE? STAY  
TUNED FOR OUR  
NEXT ONE!**







# SUPPORTING LOCAL ORGANIZATIONS

WE WERE HONORED TO HAVE BEEN ABLE TO DONATE TO THE BARDSTOWN MAIN STREET PROGRAM TOWARDS THE PURCHASE OF A MUCH NEEDED GOLF CART. BEING A LOCAL BANK MEANS SUPPORTING OTHER LOCAL ORGANIZATIONS, AND IN RETURN, THEY DO THE SAME FOR YOU! #BARDSTOWNSTRONG





# THANK YOU!

FOR VOTING US

## Best of Nelson County!

**BEST FULL-SERVICE BANK!**



**BEST MORTGAGE COMPANY!**



**BEST FINANCIAL ADVISOR-  
COREY MONIN!**



**BEST CUSTOMER SERVICE!**



\*Wealth Management Products are not FDIC-insured, not guaranteed by the Bank, and may lose value.



# BANKING CENTERS

## MAIN OFFICE

201 North Third St.  
Bardstown, KY 40004

## JOHN ROWAN BANKING CENTER

90 John Rowan Blvd.  
Bardstown, KY 40004

## NELSON PLAZA BANKING CENTER

237 Nelson Plaza  
Bardstown, KY 40004

## NEW HAVEN BANKING CENTER

148 South Main Street  
New Haven, KY 40051

## LAWRENCEBURG BANKING CENTER

1102 Bypass South  
Lawrenceburg KY, 40342



**Town & Country**  
**Bank and Trust Co.**

Visit us on the web  
[www.mytcbt.bank](http://www.mytcbt.bank)

Call us  
Toll-Free: 1-877-813-3282  
502-348-3911



Member  
**FDIC**