

WHAT RETAILERS DON'T WANT YOU TO KNOW

With back to school sales in the rearview mirror, many shoppers already have their sights set on Black Friday and the 2018 Christmas holiday shopping season. However, there is reason to worry that some discounts are too good to be true. According to new research by Harvard professor David Ngwe, some retailers use "fictitious pricing," a practice where retailers list an original price on a product that does not truthfully reflect prior selling prices, to boost sales.

With the busy shopping season ahead, here are a few things you can do to avoid falling victim to fictitious pricing:

1. Don't trust the listed original prices. Research products prior to purchasing to understand their true original price. According to Ngwe, "Some online research—looking at reviews, comparison shopping—can be helpful."
2. Before you make a purchase, ask yourself what you think a product is worth. By making your own assessment of what a product is worth to you, you'll rely less on the perceived value derived from the listed original price.
3. When shopping online, make sure you review the retailers' shipping and return policies. Make sure that the quality of the product is exactly what you were expecting. If the sweater doesn't seem like it was originally worth \$150, then there's a chance that it wasn't.
4. Be sure to read the fine print on ads. Especially around sales like Black Friday, the fine print often includes date ranges, excluded items, whether the offer is only good in-store or online, purchase limits, and warranty limits. The last thing you want is to make a purchase and find you overpaid.

But ultimately, nothing will prepare you for the holidays like preparing your budget and setting money aside now.

www.forbes.com

HOURS OF OPERATION

Monday - Thursday - 8:30 AM - 5:00 PM
Friday - 8:00 AM - 5:00 PM



VISA PROMOTION

Our VITAL FCU Visa® Credit Cards are a great way to spend and feel safe knowing you have the most secure form of payment.

The greatest part about your VITAL FCU Visa® credit card is our incredibly low rates! With our VITAL FCU Visa® Credit Card Promotion you get even LOWER rates than normal!

The promotion begins October 1st and ends December 31st!

Platinum Credit Cards
4.99% APR*

Classic Credit Cards
6.99%APR*

This rate applies to all purchases, cash transfers, and balance transfers!

*APR - Annual Percentage Rate. Rates apply to all cash advances and purchase made between 10/1/18 and 12/31/18 for the life of those transactions. Standard rates will apply for transactions after 12/31/18. Special rate is not available for members who are delinquent or over their credit limit. The rate may vary depending on each individual's credit history or underwriting factors.

BOARD OF DIRECTORS

- Larry Barnette - Chairman**
- Veronica Moriarty - Vice Chariman**
- Larry Lloyd - Secretary**
- Omero DeLorenzo - Treasurer**
- Gene Kilcawley - Board Member**
- Alex McDonald - Board Member**
- Ronnie Owens - Board Member**