



DIVIDEND REINVESTMENT PLAN

PROSPECTUS

August 18, 2000



109 E. Division ■ P.O. Box 186 ■ Sparta, MI 49345-0186 ■ Ph (616) 887-7366 ■ Fax (616) 887-7990

PROSPECTUS

CHOICEONE FINANCIAL SERVICES, INC. DIVIDEND REINVESTMENT PLAN

The Dividend Reinvestment Plan provides record holders of ChoiceOne common stock with a convenient method of purchasing additional shares of common stock by automatically reinvesting the cash dividends received on their shares of common stock without payment of any brokerage commission or service charge. If you participate in the plan, you may also make optional cash payments of \$25 or more (up to a maximum of \$1,000 per calendar quarter) to purchase common stock.

Shares purchased under the plan may be newly issued shares or shares purchased for participants in the open market, at our option. Newly issued shares will be purchased at a price equal to the average of the high and low bid price of ChoiceOne common stock as provided in the plan. We reserve the right to modify the pricing or any provision of the plan at any time.

ChoiceOne is a single-bank holding company. Our banking subsidiary, ChoiceOne Bank, primarily serves communities in portions of Kent, Muskegon, Newaygo and Ottawa counties in Michigan. ChoiceOne Bank provides a variety of banking and other financial services to all types of customers. Our principal executive offices are located at 109 East Division Street, P.O. Box 186, Sparta, Michigan 49345, and our telephone number is (616) 887-7366.

This prospectus relates to an offering of shares of common stock registered for purchase under the plan. Please retain this prospectus for future reference.

Our common stock is not the obligation of or guaranteed or endorsed by any bank. It does not constitute a bank deposit. It is not federally insured or protected by the U.S. Government, the Federal Deposit Insurance Corporation, the Federal Reserve Board, or any other governmental agency. Investment in our common stock, as with any investment in common stock, involves investment risks, including the risk of possible loss of value.

Neither the Securities and Exchange Commission nor any state securities commission has approved or disapproved of these securities or passed upon the adequacy or accuracy of this prospectus. Any representation to the contrary is a criminal offense.

August 18, 2000

DIVIDEND REINVESTMENT PLAN

PURPOSE OF THE PLAN.

The purpose of the plan is to provide holders of ChoiceOne's common stock with a convenient and economical method of purchasing additional shares of common stock by automatically reinvesting the cash dividends received on their shares of common stock. If you participate in the plan, you may also make optional supplemental investments in the form of a cash payment of \$25 or more (up to a maximum of \$1,000 per calendar quarter) for investment in common stock. See "Supplemental Investments." Shares of common stock to be purchased under the plan will be made available from our authorized but unissued shares. Alternatively, we may purchase shares of common stock for participants in the open market. See "Purchase of Shares."

The plan does not represent a change in our dividend policy or a guarantee of future dividends, which will continue to depend upon our earnings, financial requirements and other factors.

ADVANTAGES OF THE PLAN

If you are a shareholder and you enroll in the plan, you will have all cash dividends on your shares of common stock automatically reinvested in shares of common stock. The price of newly issued shares of common stock purchased under the plan will be based on the average of the high and low bid price of the common stock. See "Price of Shares." You will not incur any brokerage commissions, fees or service charges in connection with purchases of shares under the plan. The plan permits cash dividends to be fully invested because fractions of shares, as well as full shares, of common stock are credited to your account under the plan. In addition, cash dividends paid on whole shares, and any fraction of a share, of common stock credited to your account are reinvested in the same manner.

If you participate in the plan, you will have the opportunity to make optional supplemental investments to the plan, up to a maximum of \$1,000 per calendar quarter, to be invested in shares of common stock in the same manner as reinvested dividends. See "Supplemental Investments."

If you participate in the plan, you can avoid the inconvenience, risk and expense of safekeeping certificates for shares credited to your account under the plan. See "Issuance of Certificates." In addition, you may also deposit certificates for shares held in your own name into your account under the plan. This will allow the safekeeping service to extend to all of your shares. See "Certificate Deposit." You will be furnished with quarterly statements of your account to provide simplified record keeping. See "Reports to Participants."

ADMINISTRATION OF THE PLAN

Our transfer agent, Registrar and Transfer Company (the “Agent”), will administer the plan for you, keep records, send quarterly statements of account to you and perform other administrative duties relating to the plan. Shares of common stock purchased by you under the plan are registered in the name of the Agent or its nominee, as custodian, and credited to your account under the plan.

Although shares purchased under the plan are registered in the name of the Agent or its nominee, you may continue to hold your current shares in your own name. However, if you participate in the plan, you may deposit certificates for shares of common stock held in your own name to your account under the plan at no cost. See “Certificate Deposit.”

ELIGIBILITY

All record holders of common stock are eligible to participate in the plan, except as described in this section.

We reserve the right to exclude participation by shareholders who reside in jurisdictions, other than Michigan, having laws or regulations that impose conditions that we find unacceptable to our making the plan available in such jurisdictions or who fail to provide documentation acceptable to us of their state or country (if other than the United States) of residence. Consequently, the plan may not be available to shareholders who live in some states other than Michigan or in countries other than the United States. If you wish to participate in the plan, you must certify your state or country (if other than the United States) of residence in the authorization form and undertake to notify the Agent if such state or country of residence changes. Upon receipt of the authorization form, the Agent will notify you within a reasonable time if the plan is not available in the state or country where you reside.

You may not elect to participate in the plan with respect to less than all shares of common stock held of record by you on and after the date of enrollment. Accordingly, if you enroll in the plan you will have all cash dividends on all shares of common stock you hold of record or in the plan, including shares acquired after the date of enrollment, reinvested in accordance with the plan.

If you are a beneficial owner of shares of common stock and your shares are registered in the name of a bank, broker or nominee and you wish to participate in the plan, you must become a shareholder of record by having the shares transferred into your own name or by purchasing shares in your own name.

ENTRY INTO THE PLAN

If you are a shareholder of record, you may enroll in the plan at any time by completing and signing an authorization form and returning it to the Agent. Once enrolled in the plan, you will continue to be enrolled without further action, unless you move to a state or country in which the plan is not available or you give written notice to the Agent that you wish to withdraw from participation. See “Withdrawal from the Plan.”

AUTHORIZATION FORM

The authorization form authorizes the Agent to receive all of your cash dividends on all shares of common stock registered in your name, as well as all cash dividends on all shares credited to your account under the plan, and directs the Agent to invest all the dividends in shares of common stock under the plan. The authorization form also requires you to certify your state or country (if other than the United States) of residence and to notify the Agent promptly if such state or country of residence changes.

COMMENCEMENT OF DIVIDEND REINVESTMENT

Record dates for determining the record holders of common stock entitled to receive cash dividends declared on the common stock are chosen by our board of directors and are usually in the months of March, June, September and December of each year. If your authorization form is received by the Agent before a dividend record date, the reinvestment of your dividends will begin with the payment of that dividend. If the authorization form is received by the Agent on or after the dividend record date, the reinvestment of dividends will not start until payment of the next dividend. Dividend record dates will vary from time to time, and may be chosen in months other than March, June, September and December. You can minimize the possibility of missing a desired entry date by delivering an authorization form to the Agent before the first day of a dividend month in which you desire to begin participation in the plan.

SUPPLEMENTAL INVESTMENTS

If you participate in the plan, you may invest in shares of common stock under the plan by making a supplemental investment in the form of a cash payment. The minimum supplemental investment is \$25, and your supplemental investments may not exceed \$1,000 per calendar quarter (any three month period ending March 31, June 30, September 30 or December 31).

Your supplemental investment must be received by the Agent no later than three business days prior to an investment date to be invested on the investment date. See “Investment Dates.” Otherwise, your supplemental investment will be held by the Agent and invested on the next investment date. See “Purchase of Shares.” You will not incur any brokerage commissions or service charges in connection with shares purchased with supplemental investments. Shares of common stock purchased with supplemental investments will be held, and the dividends from such shares will be reinvested, in the same manner as all other shares purchased through the plan.

You may make supplemental investments by forwarding a check or money order to the Agent together with a payment form which will accompany each statement of account. All checks and money orders for supplemental investments should be made payable to “Registrar and Transfer Company, Administrator for the ChoiceOne Financial Services, Inc. Dividend Reinvestment Plan.” You have no obligation to make supplemental investments, and may cease or resume making supplemental investments at any time.

No interest will be made on amounts held pending supplemental investments. You should transmit supplemental investments so they reach the Agent at least three business days before an investment date.

Supplemental investments received from you and other participants by the Agent will be received and held in trust for the benefit of the participants. The funds will not be subject to any liens, any creditor claims, any bankruptcy proceedings if the Agent files for bankruptcy or any other claims against it.

If shares of common stock are not purchased within 35 days of the receipt of your supplemental investment, the Agent will mail you a check in the amount of the unapplied supplemental investment, without interest. See “Purchase of Shares.”

Any supplemental investment will be refunded if your written request for a refund is received by the Agent no later than 48 hours prior to the investment date on which the supplemental investment would otherwise be invested. However, no refund of a check or money order will be made until the funds have been actually received by the Agent. Accordingly, such refunds may be delayed several weeks from the original date of your request.

INVESTMENT DATES

The plan’s investment date is the 15th of each calendar month or, if the 15th is not a day on which the principal market for trading our common stock is open for business, the next day on which it is open for business.

PAYMENT OF DIVIDENDS TO THE AGENT

If you participate in the plan, when dividends are paid on the common stock, we will promptly pay to the Agent all dividends payable for all shares of common stock held by you in the plan and all shares credited to your account under the plan, subject to any applicable tax withholding requirements. See “Federal Income Tax Consequences.” The Agent will use those funds to purchase shares of common stock on the investment date or as promptly as practicable after the investment date.

PURCHASE OF SHARES

On each investment date, we will make shares of common stock available for purchase under the plan from our authorized but unissued shares. Alternatively, we may choose, in our sole discretion, that shares of common stock to be purchased under the plan will be purchased in the open market. To the extent we are making shares available for purchase under the plan, the Agent will purchase the shares from us. To the extent we are not making shares available for purchase under the plan, the Agent will purchase shares of common stock in the open market. We reserve the right, in our sole discretion, to cease or resume making additional shares of common stock available for such purposes at any time and from time to time.

If at any time we determine not to make shares available for purchase under the plan and the Agent is unable to purchase shares in the open market (by reason of the operation of applicable laws, the closing of the securities markets or any other temporary curtailment or suspension of open market purchases), neither we nor the Agent will have any liability to any participant arising out of the inability to make purchases at that time. If shares of common stock are not purchased: (i) within 30 days after a dividend payment date; or (ii) within 35 days of the receipt of a supplemental investment, the Agent will mail to each participant a check in the amount of the unapplied cash dividends or supplemental investments, *without interest*.

PRICE OF SHARES

The price of shares of common stock purchased from us for participants in the plan will be based on the average of the high and low bid price of the common stock for the investment date as obtained from a broker or brokers that customarily deal in the stock and which broker or brokers shall be selected by us in our sole and absolute discretion. The price per share of any shares of common stock purchased in the open market will be the market price of such shares.

If in the future transactions in the common stock become reported on The Nasdaq Stock Market, Inc. ("Nasdaq"), the price of shares of common stock purchased from us for participants in the plan will be the last reported sale price for the common stock at the close of trading on the over-the-counter market as quoted by Nasdaq for the investment date. If in the future the common stock becomes quoted by Nasdaq in the bid and asked quotations but the volume of transactions is insufficient to be quoted by Nasdaq as a transaction reported, then the price of shares of common stock purchased from us for participants in the plan will be the average of the high and low bid quotation for the common stock as reported by Nasdaq for the investment date.

If none of the pricing methods described above provide a price or if our board of directors in its sole and absolute discretion determines that the pricing methods described above do not provide an accurate reflection of the fair market value of the common stock, the board of directors in its sole and absolute discretion shall determine the fair market value by any means it considers appropriate. The price of shares purchased from us under the plan will then be the fair market value determined by the board of directors. In making the determination, the board of directors will consider the financial condition of ChoiceOne and its recent operating results, values of publicly traded securities of other financial institutions giving effect to the relative book values and earnings of such institutions and the lack of liquidity of our common stock, and such other factors as the board of directors in its sole and absolute discretion considers relevant.

ALLOCATION OF SHARES

Shares of common stock purchased with reinvested dividends or supplemental investments will be allocated by the Agent among the accounts of all participants in the plan. If you participate, the number of shares that will be allocated to your account following any investment date will depend on the amount of your dividends and supplemental investments (if any) available for investment on that date and the purchase price of the shares. Your account will be credited with a number of shares (including fractions computed to four decimal places) equal to the total funds to be invested for you, divided by the applicable purchase price (also computed to four decimal places).

COSTS OF PARTICIPATION

You will not pay any brokerage commissions, fees or service charges in connection with purchases of shares of common stock under the plan. We pay all costs of administration of the plan. However, if you request a sale of the shares credited to your account upon your withdrawal from the plan, you will be required to pay a fee for administrative costs plus brokerage commissions and any applicable transfer taxes. See "Withdrawal from the Plan."

REPORTS TO PARTICIPANTS

If you participate in the plan, you will receive quarterly statements of account listing all purchases credited to your account during a calendar quarter as well as cumulative account information. These statements are your record of the costs of the purchases of common stock made for your account under the plan and ***should be retained for income tax purposes***. You will also receive the most current prospectus for the plan and all communications sent to our shareholders, including our quarterly and annual reports, notices of meetings of shareholders, proxy statements and Internal Revenue Service information for reporting dividend income.

ISSUANCE OF CERTIFICATES

Shares of common stock purchased under the plan for your account will be registered in the name of the Agent, or one of its nominees. Certificates for shares purchased under the plan will not be issued to you unless requested. This custodial service will help to protect you against the risk of loss, theft or destruction of stock certificates.

Certificates for any number of whole shares credited to your account under the plan will be issued at any time upon your written request to the Agent. Any remaining whole shares and fractions of shares will continue to be credited to your account. Certificates for fractions of shares will not be issued to you under any circumstances. You will receive a cash payment instead of any fractional share credited to your account upon your withdrawal from or the termination of the plan. See "Withdrawal from the Plan" and "Amendment and Termination of the Plan."

Your account under the plan will be maintained in the name in which your shares of common stock were registered at the time you enrolled in the plan. Certificates issued at your request will be similarly registered, and dividends paid on shares represented by such certificates will continue to be reinvested in accordance with the plan.

Shares credited to your account under the plan may not be pledged. If you wish to pledge shares credited to your account, you must request certificates for those shares from the Agent.

CERTIFICATE DEPOSIT

If you participate in the plan, you may also deposit common stock certificates held by you into your plan account. This will allow the safekeeping service to extend to all of your shares. We suggest that you use some form of insured mail when mailing your certificates to the Agent for deposit. The deposit transaction will be reflected on your next statement.

SALE OR TRANSFER OF SHARES REGISTERED IN A PARTICIPANT'S NAME

If you sell or transfer all shares of common stock registered in your name (those for which you hold certificates), you will continue to be enrolled in the plan, and dividends on the shares credited to your account under the plan will continue to be reinvested, until you notify the Agent that you wish to withdraw from the plan.

STOCK DIVIDENDS AND STOCK SPLITS

Any shares distributed by us to a plan participant pursuant to a stock dividend or stock split on shares of common stock credited to a participant's account under the plan will be added to the participant's account. Stock dividends or stock split shares distributed on shares registered in a participant's name may, at our option, be deposited to the participant's plan account or be mailed or delivered directly to the participant in the same manner as to shareholders who are not participating in the plan. See "Issuance of Certificates."

VOTING OF SHARES HELD UNDER THE PLAN

If you participate in the plan, you are entitled to direct the voting of all whole and fractional shares of common stock credited to your account. Prior to each meeting of our shareholders, you will be sent a proxy which will enable you to instruct the Agent with respect to the voting of your shares on each matter to be considered and voted upon at the meeting of shareholders. If you return a proxy to the Agent properly signed and marked for voting, all whole and fractional shares credited to your plan account will be voted as marked. If no instructions are received from you on a properly signed and returned proxy for any item on the proxy, all of your shares will be voted in accordance with the recommendations of our management. If a proxy is not returned or is returned unsigned, none of your shares will be voted, unless you vote in person.

If you wish to attend a meeting of our shareholders and vote shares of common stock credited to your plan account in person, you must request a proxy from the Agent before the meeting. The Agent's proxy will entitle you to vote in person all whole shares of common stock credited to your plan account.

Shares of common stock registered in your name may be voted in person or by proxy in the same manner as shares held by nonparticipating shareholders, and the voting of shares registered in your name will not be affected by the voting procedures applicable to shares held by the Agent under the plan.

WITHDRAWAL FROM THE PLAN

You may withdraw from the plan at any time by notifying the Agent in writing that you wish to withdraw from participation. All certificates or cash payments described below will be sent to you within 30 days from the Agent's receipt of your notice of withdrawal.

Upon your withdrawal from the plan, you will be sent a certificate for all whole shares and a cash payment for any fraction of a share credited to your account under the plan as of the date of withdrawal. The cash payment for a fraction of a share will be computed by multiplying the fraction by the market price of the common stock on the date of your withdrawal from the plan.

If you withdraw from the plan, you may also request in the notice of withdrawal to the Agent that all shares, both whole and fractional, credited to your account under the plan be sold by the Agent. If you request a sale, the Agent will place a sell order with a broker selected by the Agent for your account as soon as practicable after processing your request for withdrawal. Following the completion of the sale, the Agent will forward to you a check in the amount of the proceeds of the sale, less a service fee to cover actual administrative costs plus brokerage commissions, and less any applicable transfer taxes payable with respect to the sale.

AMENDMENT AND TERMINATION OF THE PLAN

We reserve the right to suspend, amend or terminate the plan at any time. All participants will receive notice of any such suspension, amendment or termination. No suspension, amendment or termination of the plan will affect any previously executed transaction.

Upon the termination of the plan, each participant will receive a certificate for all whole shares, and a cash payment for any fraction of a share, credited to the participant's account under the plan as of the date of termination. The cash payment for a fraction of a share will be computed by multiplying the fraction by the average of the high and low bid price of the common stock on the termination date.

FEDERAL INCOME TAX CONSEQUENCES

In general, if you participate in the plan, you have the same federal income tax consequences as other holders of common stock with respect to dividends payable on shares credited to your plan account and on shares held by you directly. Under Internal Revenue Service rulings applicable to dividend reinvestment plans similar to the plan, you will be treated for federal income tax purposes as having received, on each investment date which includes the payment of dividends, a dividend equal to the full amount of the cash dividend payable on such date with respect to the shares credited to your plan account and the shares held by you directly even though that amount is not actually received by you in cash but, instead, is applied to the purchase of shares for your account.

In the case of shares of common stock purchased by the Agent in the open market pursuant to the plan, any brokerage commissions and service charges paid by us in connection with any such purchase will be treated as additional dividend income to you.

The tax basis of shares acquired under the plan will be the purchase price for the stock plus any commissions, charges or markups paid by us in connection with shares purchased in the open market. For shares acquired directly from us under the plan, the holding period for tax purposes begins the day after the applicable investment date. For shares acquired in the open market under the plan, the holding period for tax purposes begins on the purchase date.

You will not realize any taxable income upon receipt of certificates for whole shares credited to your account under the plan, either upon your request for such certificates or upon your withdrawal from or termination of the plan. However, if you receive the proceeds of a sale of any whole share sold for you upon your withdrawal from the plan, or if you receive a cash payment for a fractional share credited to your account upon withdrawal from or termination of the plan, you will realize gain or loss measured by the difference between the amount of the cash received and the price at which the whole or fractional share was credited to your account. Such gain or loss will be capital in character if the whole or fractional share was a capital asset.

In the case of a foreign shareholder who elects to have his or her dividends reinvested and whose dividends are subject to United States income tax withholding, an amount equal to the dividends payable to such shareholder, less the amount of tax required to be withheld, will be applied to the purchase of shares of common stock under the plan.

Information for income tax purposes will be printed on all statements of account. For further information as to the tax consequences of participation in the plan, you should consult your own tax advisers.

RESPONSIBILITY OF CHOICEONE AND THE AGENT UNDER THE PLAN

ChoiceOne and the Agent, in administering the plan, will not be liable for any act done in good faith or for any good faith omission to act, including without limitation any failure to terminate a participant's account upon the participant's death prior to receipt of written notice of such death.

You should recognize that neither ChoiceOne nor the Agent can assure you of a profit or protect you against a loss on the shares purchased under the plan.

CORRESPONDENCE REGARDING THE PLAN

All correspondence regarding the plan should be addressed to:

REGISTRAR AND TRANSFER COMPANY
10 Commerce Drive
Cranford, New Jersey 07016
1-800-866-1340

Please refer to the ChoiceOne Financial Services, Inc. Dividend Reinvestment Plan on all correspondence.

USE OF PROCEEDS

We have no basis for estimating precisely either the number of shares of common stock that ultimately may be sold pursuant to the plan or the prices at which such shares will be sold. However, we propose to use the net proceeds from the sale of authorized but unissued shares of common stock pursuant to the plan, when and as received, for general corporate purposes.

WHERE TO FIND MORE INFORMATION

We have filed a registration statement on Form S-3 to register with the SEC the common stock that may be offered by us using this prospectus. This prospectus is a part of that registration statement. As allowed by SEC rules, this prospectus does not contain all of the information contained in the registration statement or the exhibits to the registration statement.

We are subject to the informational requirements of the Securities Exchange Act of 1934. Accordingly, we file annual, quarterly and current reports, proxy statements, and other information with the SEC. The public may read and copy any reports, statements, or other information that we file at the SEC's Public Reference Room at 450 Fifth Street N.W., Washington, D.C. 20549. The public may obtain information on the operation of the Public Reference Room by calling the SEC at 1-800-SEC-0330. Our SEC filings are also available to the public from commercial document retrieval services and at the web site maintained by the SEC at "<http://www.sec.gov>."

The SEC allows us to incorporate by reference information into this prospectus. This means that we can disclose important information by referring to another document filed separately with the SEC. The information incorporated by reference is considered to be part of this prospectus, except for any information superseded by information in this prospectus or a prospectus supplement. This prospectus incorporates by reference the documents set forth below that we have previously filed with the SEC. These documents contain important information about us and our finances.

<u>Corporation SEC Filings (File No. 1-9202)</u>	<u>Period</u>
Annual Report on Form 10-KSB	Year ended December 31, 1999
Quarterly Reports on Form 10-Q	Quarter ended March 31, 2000
	Quarter ended June 30, 2000
Registration Statement on Form 8-A (Stock)	Filed on April 29, 1991

All documents subsequently filed by us with the SEC under Sections 13(a), 13(c), 14, and 15 of the Securities Exchange Act of 1934 between the date of this prospectus and prior to the termination of any offering of securities made by this prospectus are also incorporated by reference into this prospectus.

We will provide to each person, including any beneficial owner, to whom this prospectus is delivered, a copy of any or all of the information that has been incorporated by reference in this prospectus but not delivered with this prospectus. You may obtain such documents without charge by requesting them in writing or by telephone from us at the following address:

ChoiceOne Financial Services, Inc.
Attention: Treasurer
109 East Division Street
P.O. Box 186
Sparta, Michigan 49345
Tel: 1-616-887-7366

You should rely only on the information contained or incorporated by reference in this prospectus. We have not authorized anyone to provide you with information that is different from what is contained in this prospectus.

You should not assume that the information contained in this prospectus is accurate as of any date other than the date of this prospectus and neither the delivery of this prospectus to you nor the issuance of common stock under it shall create any implication to the contrary.

No person has been authorized to give any information or to make any representation not contained or incorporated by reference in this prospectus in connection with the securities offered by this prospectus. If given, such information or representation should not be relied upon as having been authorized. This prospectus does not constitute an offer of any securities other than those described on the cover page or an offer to sell or a solicitation of an offer to buy within any jurisdiction to any person to whom it is unlawful to make such offer or solicitation within such jurisdiction. Neither the delivery of this prospectus nor any sales made pursuant to this prospectus shall under any circumstances create any implication that there has been no change in the information contained in this prospectus or in our affairs since the date of this prospectus.

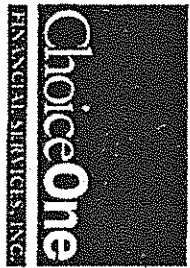
INDEMNIFICATION

Our Amended and Restated Articles of Incorporation and Bylaws provide for indemnification by us of our directors, officers and other persons under certain conditions. We have also purchased directors and officers liability insurance for the protection of our directors and officers.

Insofar as indemnification for liabilities arising under the Securities Act of 1933 may be permitted to directors, officers, or persons controlling ChoiceOne pursuant to the foregoing provisions, we have been informed that in the opinion of the SEC such indemnification is against public policy as expressed in the Securities Act of 1933 and is therefore unenforceable.

THIS PAGE WILL PRINT BLANK

THIS PAGE WILL PRINT BLANK



DIVIDEND REINVESTMENT PLAN

PROSPECTUS

August 18, 2000
