

The Current

OCTOBER 2015



HOME CAN BE WHERE THE MONEY IS...



With the holiday season around the corner, you may find yourself in need of some big money for big purchases on that wish list. Consider using the equity in your home to secure some extra cash.

A Power Financial Credit Union Home Equity Line Of Credit (HELOC) can be the perfect solution for those big ticket items like a large flat screen TV, kitchen renovations, a new car, or even consolidating high interest debt. Take a look at some of the advantages of our HELOC:

- Rates as low as 2.75% APR*
- Quick turnaround time
- Up to 70% financing
- Immediate usage of \$10,000
- Interest may be tax-deductible**

Turn to your home for the money you need to help with the expenses of the holidays. And, turn to your financial partner, your Credit Union, for an affordable way to meet your needs.

*Eligibility for lowest rate and approval is based on credit worthiness, ability to repay, credit score, repayment period and equity in home. All homes must be primary residence in Florida. Rates are subject to change at any time. Other conditions may apply. **Consult your tax advisor.

AVOID FRAUD THIS HOLIDAY SEASON

Seems like every day, there is a story about another retailer that has been breached enabling identity theft to occur. Shop with confidence this holiday season by signing up for **Deluxe Provent**, an integrated suite of identity theft protection services that address the entire spectrum of identity fraud sources, including prevention, detection and restoration.

With plans starting as little as \$1.25 per month and backed by EZ Shield, this award winning identity theft solution* offers multiple ID Theft plans to meet your needs. You select the identity and fraud protection services you want, and only pay for what is important to you. And, unlike other identity theft services, if you are a victim of identity theft, Deluxe Provent can still help you get back your good name!

Visit us online at powerfi.org for details and to enroll.

*2015 Javelin Strategy & Research Best Overall Identity Protection Services Leader Award. See <https://deluxeprovent.ezshield.com> for more information.

TAKING THE MYSTERY OUT OF YOUR "LOAN POWER"

Wonder if you can get a loan for the new car you've been eyeing? Or a home equity line of credit? Or maybe some extra cash for the upcoming holiday season?

We're taking the mystery out of your "loan power" with SecureLink Priority Lending. During the year, you'll be automatically notified that you've been pre-approved to borrow when you log into your SecureLink online or mobile banking account! Offers are valid for 90 days

from the campaign start date and you can conveniently take advantage of your offers via the Contact Center, at a branch, online and mobile banking!

We're expediting the loan process and putting borrowing power in your hands easily and conveniently. Watch for Priority Lending pre-approval offers coming to your online and mobile banking account soon.

PRESIDENT'S MESSAGE

Another year is flying by with the kids back in school again ... which means we begin the final quarter of 2015. The political campaigns are in full swing and debate season is proving very interesting. As I write this, the Federal Reserve has just announced no interest rate hike for now so we turn our sights on their December meeting in anticipation of when they will begin "liftoff". Florida continues to recover steadily and your Credit Union's efforts to position itself to benefit from the recovery are most definitely now bearing fruit.

STRONG LOAN GROWTH

Year to date August 31, 2015, your Credit Union has seen an impressive 24% annualized increase in loans. As of that same time, we have nearly \$.86 cents of every \$1 dollar in deposits loaned out. The Federal Credit Union Act endeavored "... to promote thrift and credit extension, a meaningful affinity and bond among members, manifested by a commonality of routine interaction, shared and related work experiences, interests, or activities, or the maintenance of an otherwise well understood sense of cohesion or identity is essential to the fulfillment of the public mission of credit unions." Your Board of Directors and staff are clearly achieving success as they work diligently every day to achieve that mission.

Real estate loan growth has been very strong and we have helped save money for members, both refinances and purchases, with our very competitive products. We are pleased to have been recognized in the Credit Union industry as of March 31, 2015 as #143 in most mortgage loans originated out of the approximately 6,000 Credit Unions nationwide. Our auto loans have also been experiencing tremendous growth as our members begin to replace vehicles that were aging, but purchases were delayed, due to the economic slowdown. Yet, with this significant loan growth, your Board of Directors and staff take care to ensure these are sound loans. This is best evidenced through our delinquency ratio being one half of one percent. That is, as of August 31, 2015, only 0.52% of our loan portfolio was 60 days or greater delinquent. This is a testament to excellent loan underwriting performance, but equally important, the strength of the mission of Credit Unions. There is a meaningful affinity and bond among members that illustrates the strength of our cooperative.



CONVENIENCE TECHNOLOGY

We continue to work on continuous improvement of our suite of technology options to make "banking on the go" easier, faster and more convenient. Our mobile banking app is constantly being improved and capabilities added to make an already excellent experience, even better. We are nearly complete with transforming our loan application process technology which will make the process even more simple and fast. We continue to get excellent feedback from members on that process and are closing nearly 80% of our auto loans via tablet or smart phone, enabling a seamless, paperless, remote, signature capability. There are several more exciting additions and upgrades to the "digital member journey" planned for the remainder of 2015 and throughout 2016. If you already use our remote digital channels, stay tuned. If you have not experienced them, please give them a try. Our tremendous staff will help you in the branch or over the phone to get set up so you are "off and running" with these time saving, easy access, options for all your financial needs.

AND AS ALWAYS ...

We have a great story here at your Credit Union, with exceptional member service, being part of a family, and sincerely benefiting from your Credit Union's staff being your trusted advisors.

Let's tell that story to friends, neighbors, co-workers, local business people ... anyone you think should enjoy the same benefits of the Credit Union mission that you enjoy. The more members, the greater achievement of the mission.

After all, that's what family does.

POWER FINANCIAL CREDIT UNION NAMED ONE OF CREDIT UNION JOURNAL'S 2015 "BEST CREDIT UNIONS TO WORK FOR"

Your credit union is proud to be recognized as one of the top credit unions that excels in creating quality workplaces for their employees by the Credit Union Journal. Only 45 institutions out of more than 6,000 credit unions nationwide claim this honor! It is the **second consecutive year** our credit union has earned a "Best" Ranking.

THE RIGHT RATE FOR YOUR RIDE



Whether you're looking for a new or used vehicle, or want to refinance your higher interest car loan from another lender, we've got the best rate for your ride.

- New, used, refinances too
- Rates as low as 1.49% APR¹
- No payments for 90 days!²

Already financed somewhere else? Move your car loan to Power Financial Credit Union and you could lower your payments, saving money every month.

Buy new, used, or refinance your existing auto loan and enjoy the same low rates and flexible terms. We make applying for your financing easy. Get pre-approved and shop with the power of cash! Visit us online at www.powerfi.org, call or stop by any branch.

¹APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, loan to value (LTV), ability to repay, credit score, down payment, term of loan and year of vehicle. Minimum loan amount of \$7,500 to qualify for the lowest advertised rate of 1.49% APR. Example: With a 66-month, \$20,000 auto loan at 2.99% APR, you would make 66 monthly payments of \$329.03. A fee of \$350 will be charged when an existing Power Financial Credit Union auto loan is being refinanced. Interest rates include a .25% discount for automatic payment from your PFCU account and a .25% discount for previous PFCU borrowers. Other conditions may apply. Rates are subject to change at any time.

²Finance charge begins from date of purchase and is repaid over the term.

SKIP THE BUYER'S REMORSE AND BUY YOUR RIDE FROM ENTERPRISE CAR SALES

No haggling over prices at Enterprise Car Sales! Every vehicle sold is rigorously inspected by an ASE-Certified technician and comes with a 12-month/12,000 mile limited powertrain warranty.* Professional staff are trained to work with you, helping you find the right vehicle that fits your needs and your budget. Enterprise is so confident in their vehicles that they will give you seven (7) days or 1,000 miles to try out the car.

Take advantage of a limited time exclusive trade-in offer during the month of October! Visit powerfi.org for details and to preview the great selection of quality used vehicles or find the nearest Enterprise Car Sales location.



**Limited Warranty begins on the vehicle purchase date and extends for 12 months or 12,000 miles, whichever comes first. Restrictions apply. For details, see an Enterprise Car Sales Manager.*

COMING SOON...

MORE WAYS TO PAY WITH SECURELINK MOBILE PAYMENTS



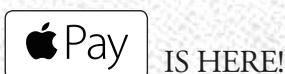
We know you look to us for ways to add ease and convenience to your busy life. So, we'll soon be introducing new, innovative ways to make payments using your mobile device.

Person to Person Payment (P2P)

This is a personal payment service that will provide you with a secure and simple way to pay people without the hassle of writing checks, running to an ATM or having cash on hand. All you'll need is their email address, mobile phone number or an account number in order to send and receive money.

Account to Account Transfer (A2A)

Account to account transfer (A2A) enables you to send or receive money from your accounts at other financial institutions to your Power Financial Credit Union accounts.



You can now make purchases on-the-go using your iPhone®! You can pay using tokenization security in stores without swiping your debit card! Tokenization security creates a special device number for your iPhone and shares that device number along with a unique code for each individual transaction to make your electronic payments safe and secure.

Be on the lookout for more information about these services and the new services we will constantly be adding to SecureLink Mobile Payments.

Seriously?

HORSING AROUND FOR THE HOLIDAYS!

Fall is settling back in as the kids return to school and traffic on the South Florida roadways returns to its "normal" status. As we get back into the Fall swing of things, we start thinking about the holidays, special events, family gatherings, and ... yes ... you guessed it ... a bit more stress. This year for Halloween I have to figure out how to get a costume for a horse. Seriously ... a horse? How about a horse toga party (sheets are easy), but evidently that idea is not creative enough for my 12-year-old daughter. She just rides on weekends at a stable close by and now we have to put a costume on a horse. It's bad enough that the two dogs get costumes (for about 60 seconds before they tear them off), but a horse?

Then there is the back-to-school teacher meetings, the plays, the Scholastic Book fair (when that becomes an IPO ... I am in) and decorating the house for the holidays. As we move into this time of year, our focus turns to family. We are both humbled and proud that you have chosen us to be your Credit Union! We are

as equally proud of our internal Credit Union Team, the folks that support you on a daily basis, as they are hardworking and member focused to assist you should you have questions about your finances. And ... they are competitive ... we take Halloween to a WHOLE new level at Power Financial Credit Union so be sure to stop in one of our locations on Friday, October 30th for a little Halloween costume competition. GAME ON!

We have several great product offers geared up to help you with holiday spending including special rates on Home Equity Lines of Credit, Signature Loans with limits available up to \$30,000, RV loans in case you want to enjoy the holidays on the open road, watercraft and boat loans for those who like their gifts by the dock, and motorcycle loans for when the weather is perfect for that weekend ride! Whatever your holidays have in store, we are here to help as we have done for over 65 years.

Happy Holidays to our entire Power Financial Credit Union family. If you have any great horse costume ideas, please send them to listening@powerfi.org. Seriously!

DO THE LITTLE MEMBER MASH! ENTER THE HALLOWEEN COSTUME CONTEST

Show us your little ghosts and goblins dressed up in the spookiest, scariest, Sfunniest, cutest, or most boo-tiful creative costume. Submit your photo through Facebook for a chance to win. The winner will get \$50 deposited to his/her Rocky Raccoon Account at the Credit Union.



Locations

CONTACT CENTER:

Monday thru Friday 8 am - 6 pm
Saturday 8:30 am - 1 pm
800.548.5465

FLORIDA CITY BRANCH:

33004 South Dixie Hwy
Florida City, FL 33034     

JUNO BEACH BRANCH:

12575 US Highway 1
Juno Beach, FL 33408     

KENDALL BRANCH:

(near Publix in the Palms at Town & Country Mall)
8228 Mills Drive
Miami, FL 33183  

NORTH SHORE BRANCH:

(in the North Shore Medical Ctr)
1100 NW 95th Street
Miami, FL 33150 

SHERIDAN BRANCH:

2020 NW 150th Avenue
Pembroke Pines, FL 33028   

LEGEND:

-  Shared Services
-  Drive Thru
-  In Branch Debit Card Issue
-  Night Deposit
-  Safe Deposit Box



WHAT MEMBERS ARE SAYING:

"I received personal touch and follow-up, you made me feel like a valued customer and part of the family from the very first call." ~ Member from Pembroke Pines

