

The Current

APRIL 2015



BANK ON THE GO

Now banking is easier with SecureLink Mobile Banking. Enjoy the ease, convenience, and security of accessing your Power Financial Credit Union account anytime, anywhere with our FREE mobile app.

Use your Apple or Android Smartphone to*:

- View Your Accounts
- Deposit Checks
- Transfer Funds
- View Transaction History
- Pay Your Bills
- Take Advantage of the Debit Card Rewards Program with offers near you
- Locate ATMs and/or Branches Near You



For on-the-go banking on your schedule, wherever you are, sign up today at www.PowerFi.org.

**To activate Mobile Banking you must first be enrolled in Online Banking. Visit www.PowerFi.org for more details. Text or data fees may apply. Check with your wireless carrier.*

SPRUCE UP FOR SPRING

This is the season to start all those home improvements you've been planning. A Power Financial Credit Union home equity line can provide an affordable source of cash for funding your projects.



If you're ready to spruce up the house with some renovations, beautiful landscaping, a new roof or pool, or making repairs, we're ready to pitch in with a home equity line of credit that fits your plans with rates as low as 2.75% APR*.

No matter what project you need to tackle, with our home equity line of credit, you can count on:

Great rates • Easy process • Fast turnaround

Ready to spruce up? Spring into action and apply for a home equity line today - online at www.powerfi.org or call us at 954.538.4400, 800.548.5465 or 305.258.1000.

**Eligibility for lowest rate and approval is based on loan to value (LTV), credit worthiness, ability to repay, credit score, repayment period and equity in home. Other conditions may apply. Rates are subject to change at any time. Interest rates include a .25% discount for automatic loan payment transfer from your Credit Union account. The maximum APR that can apply over the life of the loan is 18.00%. Immediate usage required is \$10,000. For a Home Equity Line of Credit of \$50,000 at 3.75% over 15 years, you would make 180 payments of \$363.68. The estimated Credit Union and third party fees for a Home Equity Line of Credit are \$1,343.75. All homes must be primary residence in Florida.*

PRESIDENT'S MESSAGE

Here in South Florida we are beginning to feel the hint of summer again as temperatures are slowly rising and humidity is making a comeback. The unusually harsh winter recently experienced by much of the country reminds us all that we do truly live in paradise.

Your Credit Union continues to experience tremendously healthy loan growth. We are now at an all time historical high for the size of our loan portfolio with over \$325 million in loans outstanding with an impressive 99.7% of those loans being paid on time.

While providing loans is our expertise, it is truly the excitement of what that loan entails that your Power Financial Credit Union staff thrive upon. Sharing in a member's joy of purchasing their dream home or car, feeling a member's peace of mind from the savings realized by refinancing their mortgage or auto loan, enjoying alongside with a member as they revel in showing you pictures of the wedding or quinces your line of credit helped them achieve or hearing a member breathlessly tell you the amazing experiences they have had with the boat, RV or motorcycle you helped them finance ... the loan is merely a means to an end. We like to think we are making dreams come true for our Credit Union family rather than simply giving them a loan.



Assets continue to grow in your Credit Union and are now near \$530 million. Strong deposit growth and a very healthy capital base are indicators that our successful cooperative continues to thrive. A loyal and supportive membership is the key to the entire Power Financial Credit Union family enjoying this success. And to achieve even greater heights of success, tell your friends and family to become part of your Credit Union. Spread the good news and grow our family. For over 65 years we have been making members dreams come true and we can do the same for your friends and family.

TOP **3 REASONS** TO USE YOUR POWER FINANCIAL CREDIT UNION DEBIT CARD TODAY!



- 1.** You earn up to 10% cash rewards on every day purchases at top restaurants and retailers! Whether it is gas, groceries or lawnmowers, your Power Financial Credit Union debit card helps you earn cash back! The more you spend with your rewards card, the more rewards you earn!*
- 2.** You use your debit card way more often than you use your credit card anyway. Why not let it work for you?
- 3.** You can now access all your rewards through the new SecureLink Mobile app! Stay up to date with all the latest offers wherever you go with our new geo-locating service available in the app! We will match your offers with the store you are currently closest to! Use your Purchase Rewards card and start earning cash rewards today!

Redeeming an offer is easy! Simply click on the preferred offer in the app to see the details and add the offer onto your debit card. Then shop at the specified retailer and pay using your debit card to earn the reward. Each offer has different ways to earn cash rewards so start shopping today!

*You must accept at least one offer to activate the Rewards Program. Offers vary and are for a limited time. Actual rebates are deposited to your checking account in the month following the use of any rebates.

JOIN THE VACATION NATION

WE FINANCE FUN!

If you have a passion for the open road, or the open waterways, we can help you afford your dreams! Get a jump on vacation time by getting your fun vehicle loan now at Power Financial Credit Union.

NEW/USED BOAT LOANS AS LOW AS 2.99% APR¹

Ride the waves or power up, whatever way you like to travel the waters, our new and improved loan rates will float your boat.

NEW/USED MOTOR HOME, TRAILER, RV LOANS AS LOW AS 2.99% APR²

Ready to pack up the family and take a road trip? Go cross country and see the U.S. in style with our affordable financing.

NEW WATERCRAFT LOANS AS LOW AS 4.49% APR³

Having family fun on the water has never been easier! Get them excited again about family time with these affordable rates on personal watercraft!



NEW/USED MOTORCYCLE LOANS AS LOW AS 2.49% APR⁴

Feel the wind in your hair and hit the open road with a motorcycle that fits your lifestyle! Whether you prefer a classic bike or sports bike, you can get the motorcycle you've always wanted with our lowest available rates!

Get your loan pre-approved and start shopping. To apply for your summer fun vehicle, call us at 1-800-548-5465, visit us online at powerfi.org or stop by any of our branches.

¹APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, ability to repay, credit score, down payment and term of loan. Minimum loan amount of \$7,500 to qualify for the lowest advertised rate of 2.99% APR. Example: With a 66-month, \$20,000 boat loan at 2.99% APR, you would make 66 monthly payments of \$329.03. Members with existing Power Financial Credit Union boat loans will pay \$350 when rate is being lowered.

²APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, ability to repay, credit score, down payment and term of loan. Minimum loan amount of \$7,500 to qualify for the lowest advertised rate of 2.99% APR. Example: With a 66-month, \$20,000 RV loan at 2.99% APR, you would make 66 monthly payments of \$329.03. Members with existing Power Financial Credit Union RV loans will pay \$350 when rate is being lowered.

³APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, ability to repay, credit score, down payment and term of loan. Minimum loan amount of \$7,500 to qualify for the lowest advertised rate of 4.49% APR. New Watercraft only. No rebuilt/salvaged titles/No Frame Damage. Example: With a 66-month, \$20,000 Watercraft loan at 4.49% APR, you would make 66 monthly payments of \$342.53. Members with existing Power Financial Credit Union watercraft loans will pay \$350 when rate is being lowered.

⁴APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, ability to repay, credit score, down payment and term of loan. Minimum loan amount of \$7,500 to qualify for the lowest advertised rate of 2.49% APR. No rebuilt/salvaged titles/No Frame Damage. Example: With a 66-month, \$20,000 Motorcycle loan at 2.49% APR, you would make 66 monthly payments of \$324.26. Members with existing Power Financial Credit Union motorcycle loans will pay \$350 when rate is being lowered.

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.

SNOW DAY WISDOM

Can we take a minute and talk about snow? That may seem to be a funny topic for South Florida, but as we bask in the sunshine and dip our toes in the pool (come on when it is below 60 degrees it is too *cold* to swim) there is something to be said about snow days. I grew up in the Northeast and remember the snow days, snow weeks, and even snow months well. While there is the drudgery that snowstorms can bring (spend hours shoveling snow from the driveway only to have a new storm *erase* your hard work), there were the positive effects of a snow storm as well. There is nothing quite like the peace and quiet when the snow is falling...absolute silence as if the world has taken a day off to appreciate Mother Nature. Then there is the warmth of the fire place (my father could build a fire so hot that we were wearing shorts in the house), but that fire was welcomed when you came in from freezing temperatures and could not feel your feet after shoveling snow for hours. Hot cocoa, marshmallows, and mom's famous brownies made the snow days even more enjoyable.

Here, perhaps for native South Floridians reading this article, was the greatest gift of all from the snowstorm...family togetherness. Some of my most fond memories as a child are centered around being with family, playing board games in the light of the fire place, or just having really meaningful discussions as a family while the snow was falling outside. We had really important discussions about life, family, and lessons that I would not appreciate until I was much

Seriously?

older. My parents have always been really good at balancing the line between wisdom and "that's the way it has always been done." Wisdom allows you take the lesson being presented and carry that decision process forward into new situations. My parents felt very strongly that "family helps family prepare."

It is in that spirit, that Power Financial Credit Union is offering our annual educational series entitled Family Dinner Table Discussions. As part of the Power Financial Credit Union family, we take great pride and responsibility in bringing top speakers to present topics that will help our credit union family and their respective families prepare for the future. Past Dinner Table Discussion topics have included planning for college financing, protecting yourself from identity theft, how to start investing, planning for retirement, and tips for buying the home of your dreams. All of these topics offer "real-world" advice on how to navigate important topics that affect our membership's financial well-being. It can be difficult to find an hour out of your busy schedule for an educational seminar, but you may find that the hour invested provides a lifetime of educational benefit (which will be wisdom to your future family members). We value your membership and want you know that we think there is a greater responsibility and purpose as your financial institution than just transacting your hard earned money.

At Power Financial Credit Union, you are more than an account owner...you are part of our Credit Union Family. Family helps family prepare. Seriously.

POWER FINANCIAL 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



Shared

LEGEND: Services



Drive Thru



In Branch
Debit Card Issue



Night Deposit



Safe
Deposit Box



WHAT MEMBERS ARE SAYING:

"You went above and beyond to expedite my loan. I don't think it could have been handled faster or better!" ~ Vivien H.

