

The Current

JULY 2015



LET YOUR HOME HELP WITH BACK-TO-SCHOOL EXPENSES

Whether it's a new computer, a new school wardrobe or tuition costs, our low interest home equity line of credit can be the solution to back-to-school needs. Featuring incredibly low rates and the flexibility of a credit card, as a home owner with equity you can take advantage of the benefits:

- Rates as low as 2.75% APR*
- Quick approval
- Immediate use of \$10,000
- Interest may be tax-deductible**



Get a smart start to the new school year by applying for a home equity line of credit today. Stop by one of our branch locations, call us or apply online at www.powerfi.org.

*APR = Annual Percentage Rate. Eligibility for the lowest rate is based on loan to value (LTV), credit worthiness, ability to repay, credit score, and term of loan. Rate will be based on highest credit score for joint applicants and co-makers. Rates are subject to change at any time. Cannot be combined with any other offer. Other conditions may apply. Interest rates include a .25% discount for automatic loan payment transfer from your Credit Union account. Home Equity Line of Credit: Rates are variable and 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. **Consult your tax advisor

DELUXE PROVENT: ID THEFT AND FRAUD PROTECTION

Identity thieves are smarter than ever before and identity fraud continues to be a fast growing crime, impacting millions of people every year. It may no longer be a question of "if" you become a victim of identity theft, but "when". That's why this problem requires a comprehensive solution.

As your Credit Union and financial partner, we offer you 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, choose the ID Theft plan that best meets your needs. You select the identity and fraud protection services you want, and only pay for what is important to you.

For more information and to enroll, visit us today at:

<https://www.powerfi.org/personal-accounts/insurance-services/deluxe-provent-id-theft>



PRESIDENT'S MESSAGE

ONWARD AND UPWARD

Your Credit Union continues to achieve success with May 31, 2015 total assets reaching \$538.6 million. This translates to asset growth of over \$6.1 million from one year ago. Our increased focus on lending has garnered outstanding results in the form of solid and consistent growth in our loan portfolio. We now stand at \$341 million in loans - an impressive increase of \$42 million in loans outstanding compared to this time last year. And with the growth, we maintained the quality of these loans utilizing prudent underwriting standards. Loans that are past due 60 days comprise only 0.47% of the entire portfolio, a figure that is the envy of our peers. Safe, steady growth is the commitment your Board of Directors makes to you - the member owners of this fine cooperative.

ANNUAL HURRICANE PREPARATION TIME AGAIN

Hurricane season is upon us again and we are well prepared. We have conducted testing of redundant systems, practiced processes and have completed our annual refresher training for all staff. We want to be up and running, ready and waiting, to serve you when needed most. We recommend members also prepare now by setting up direct deposit and scheduling electronic payments. Peace of mind taking care of it ahead of time is far better than during the hectic frenzy as the news coverage ramps up and the weather models plot projected paths. Call, click or visit to take care of your financial house now so you have more time to prepare your home then. We are happy to provide guidance on the many simple and convenient remote solutions we have available that enable and empower you to manage your accounts quickly and easily.

EXPANDING PEACE OF MIND

Your Credit Union is always searching for solutions to give you peace of mind and also for ways to educate our members on being smart consumers. If you have not checked out our home page recently, please do so. We have identity theft protection solutions, auto insurance partners, dental insurance partners, auto mechanical breakdown coverage protection solutions, plans to cover loan payments for unexpected events, and most recently added, coverages that protect



against unforeseen air conditioning, appliance, electrical or plumbing expenses at your home. As part of the family, we want to provide you cost effective protection to help with the bumps in life.

SPEAKING OF INVESTMENTS

In addition to the member deposits held directly in your Credit Union, we have nearly \$165 million in assets under management in the form of stocks, bonds, annuities, mutual funds etc. for members that have sought advice from our trusted financial advisors. These members have utilized the non-deposit investment products and services available to them as members of the Credit Union through CFS*. Whether it is planning for retirement, college expense, wealth transfer or life and long term care insurance, we have options for you. What's better, it's your choice if you prefer the professional guidance of a professional consultant or enjoy making your own decisions. Furthermore, we frequently hold free seminars on subjects such as: retirement saving and planning, navigating Social Security solutions, estate planning, college financing options, to just name a few. An informed and financially astute member is part of being a Power Financial Credit Union family member.

So check us out for your lending, transaction and investment needs. We are confident you will be pleased. Just as we have pleased generation after generation.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member FINRA / SIPC) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Power Financial Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.

SAY GOODBYE TO COSTLY AIR CONDITIONING AND APPLIANCE REPAIRS

Your home is most likely one of your biggest investments. Unexpected repairs or replacement costs of your air conditioner, water heater, washer, dryer or any major appliance can wreak havoc on your budget. That's why Power Financial Credit Union has teamed up with Service America – to make an affordable home service plan available to you.

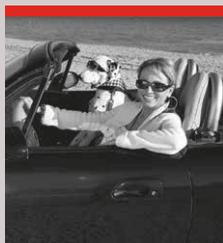
No more costly A/C, plumbing and appliance repairs*! Just one call and a trained and fully insured technician will be scheduled to quickly and efficiently repair all covered major home appliances, air conditioning and even toilets/sinks.

For more information and plan costs, visit us online at powerfi.org and click on Home Service Plans under the Insurance tab. <https://www.powerfi.org/personal-accounts/insurance-services/serviceamerica/>

**For complete coverage please visit www.PowerFi.org for more information.*

WITH RATES AS LOW AS 1.49% APR*, WE DO CAR LOANS RIGHT!

- Great rates
- Flexible terms
- Easy application process
- And unbelievable service!



Don't get taken for a ride at the dealership...get your car loan pre-approved with us today. Apply at www.powerfi.org.

**APR = Annual Percentage Rate. Eligibility for the lowest rate which is stated above is based on credit worthiness, year of vehicle, 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. Promotional rates can range from 1.49% – 13.24% APR. Example: With a 66-month, \$20,000 auto loan at 2.99% APR, you would make 66 monthly payments of \$329.03. Members with existing Power Financial Credit Union auto loans will pay \$350 when rate is being lowered. Interest rates include a .25% discount for automatic payments from your PFCU account and a .25% discount for previous PFCU borrowers.*

FOR LIFE ON THE GO, THERE'S SECURELINK MOBILE BANKING



With SecureLink Mobile Banking, you can use your Apple iPhone/iPad or Android smartphone/tablet anytime to*:

- View your accounts
- Deposit checks
- Transfer funds
- View transaction history
- Pay your bills
- Locate ATMs/branches
- Take advantage of the Debit Card Rewards program

Visit powerfi.org to activate SecureLink Mobile Banking today. (To activate Mobile Banking, you must first be enrolled in Online Banking.) It's free*, safe, easy and perfect for life on the go.

**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.*

100 REASONS TO REFER US TO YOUR FRIENDS!

Refer a friend to Power Financial Credit Union and get \$100* deposited into your account when your friend becomes a member!*

**New memberships only. Cash bonus will be awarded upon account meeting qualification criteria. New accounts require opening a checking account with direct deposit or a minimum initial deposit of \$500 excluding second chance checking and Cha-Ching Teen Checking accounts or an auto loan of \$10,000 or greater. Checking account must remain open for 90 days. Subject to membership eligibility. Relatives of current Power Financial Credit Union members, as well as people who live or work in Broward, Martin, Miami-Dade, Monroe, Palm Beach, Hillsborough, Manatee, Pinellas or Sarasota counties. Must be 18 or older. Restrictions apply. Please visit or call Power Financial Credit Union for complete details. Cannot be combined with other offers. \$100 will be deposited to member's Power Financial Credit Union Account at the end of the required 90-day period. A 1099 may be issued for the value of the gift on your behalf as income.*

Seriously?

DONUTS AND VACATION MEMORIES

To this day the smell of fresh donuts has a special meaning for me. Whenever I catch the scent of fresh donuts, no matter where I am, I am transported back to the boardwalk on Rehoboth Beach, Delaware where my father and I would walk each morning to get fresh donuts for our family. The donuts were always good, but it is that special time with my Dad that was the highlight of the annual beach vacation. I am sure there are similar stories for all of you reading this column. That special place that you go to when you see a family together, when a sense like a smell or picture triggers your memory, or whether it is that special place you go to sometimes when you are somewhere between sleep and consciousness (otherwise known as daydreaming). There are always remarkable places that you can go on vacation (and living in South Florida we can be at several within a few hours), but special memories are sharing those places with the people that are special in your life. Whether that is your immediate family, your extended family, or your family of friends.

At Power Financial Credit Union, we have been privileged to know and serve generations of families for over sixty-five years. Perhaps it is a testament to this

fine institution that generation after generation in the same family banks with us. Perhaps it is the fact that many of the employees who serve you have been with the Credit Union for one, two, and even three decades (they started when they were 16). Perhaps it is because the mission of the Credit Union is to enhance the financial well-being of the members and, by doing that, making their dreams and goals a little bit easier to attain. In the end, it is the memories of your loved ones in those special occasions that you will cherish the most among all of your possessions. And, best of all, you can take them with you wherever you go.

So we hope this summer, you will take time out of your hectic schedule to plan a vacation. It is during that “downtime” (and I use that term loosely if you have young children) where you can focus on making those special moments in those special places that will live with you forever. We have a long menu of loan products that can help you along the journey whether your journey involves a boat, RV, overseas destination, or you just need a little help to buy the equipment to chronicle those special times. So..get out there and make some great memories this summer! Perhaps John Lennon said it best when he said “Life is what happens while you are busy making other plans.” Seriously.



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 was pleased to talk to someone who is competent and provided superior service.” ~ George S.

