

# THE CURRENT

April 2012

## Who Needs New?

If you've got your eye on an older vehicle but didn't know where to turn for financing, Power Financial Credit Union is here to help. We believe you shouldn't be penalized if you prefer an older used car. So we're making financing available for model year 2003-2007 vehicles.

- Rates as low as **6.49% APR**<sup>1</sup>
- Terms up to **48 months**<sup>1</sup>
- Includes an additional **.25% rate discount** when you apply online!



Applying for your car loan is easy. Just visit us online at [powerfi.org](http://powerfi.org) and complete a loan application.

<sup>1</sup>Minimum loan amount of \$7,500. Vehicles with less than 100,000 miles may not exceed 100% loan to value (LTV). Vehicles over 100,000 miles may not exceed 90% loan to value (LTV). Vehicle cannot exceed 15,000 miles per year for specific model. CARFAX will be required for all loans. Other conditions may apply. LTV is calculated based on NADA "Used Clean Trade-in" Value.

## Paradise Just Got A Lot More Affordable!

Mortgage rates are still at historical lows! So if you're thinking about buying a home, or if you want to take advantage of today's rates to refinance your current mortgage, **this is the right time.**



Take advantage of Power Financial Credit Union's Fixed Rate mortgages now, and rest easy in knowing your monthly payment won't change over the life of your loan. Our mortgage programs feature:

- Low, fixed rates available<sup>1</sup>
- Up to 90% financing<sup>2</sup>
- Fixed terms available of 10, 15, 20 or 30 years
- All closing costs may be incorporated into loan<sup>3</sup>
- Intangible tax fee waived for Credit Union members

Make paradise a lot more affordable with our low fixed mortgage rates. If you're ready for a home loan, talk to our knowledgeable and friendly Personal Service Advisors today for mortgage financing you can trust.

<sup>1</sup>Eligibility for the lowest rate is based on credit score, down payment, loan amount, term of loan, and other factors. Rates are subject to change without notice and other conditions and qualifications may apply. <sup>2</sup>Applicable for first time home buyer FHA Alternative loan only. <sup>3</sup>Closing costs can be added to principal balance financed. Applicable for mortgage refinances only. Other conditions and qualifications apply.

# President's Message

## Your Credit Union Continues Strong and Sound

**B**auer Financial again reviewed and retained their highest rating, 5-stars, for Power Financial Credit Union. Steady, conservative, prudent and member-centric has served us well in both good and challenging economic times. In days of hearing about banks not passing government "stress tests", it should provide peace of mind that your Board and staff have financial soundness as a core business principle.

## Auto Loan Financing Enhancements

To continue to provide exceptional value to our members, we have sharpened our pencils and made our auto loans even more attractive. We have lowered rates across the board. We now finance cars back to model year 2003 and offer extremely competitive terms for these older used cars. We have added expanded technology to our home page that lets you easily shop for a car. This enhancement helps you be an educated consumer for sure. You can buy a car, sell a car, find a dealership, build a car just the way you want, compare various makes and models or research the car you are considering purchasing - - all from the comfort of your own home, 24/7, 365 days a year. This free service is just another example of the value we offer our members.

## Mortgage Financing

The value continues as we offer tremendous mortgage rates. Your Credit Union has always offered great mortgage rates, but in this low rate environment, we are refinancing members and locking in fixed rates at unprecedented low levels! If you are considering refinancing



**Allan M. Prindle,**  
*President and CEO*

or purchasing a home, you will be well served to check us out first. Our extremely competitive rates are updated daily and the costs for the process are very reasonable due to some unique benefits that your Credit Union has over banks when it comes to closing costs.

## Unsecured Loans

And yes, even more value. We have slashed the rates on our unsecured loans to offer members a low-cost alternative to credit card rates. Many of our members are working to pay down credit card balances due to the high interest rates those cards charge. Why not refinance a credit card balance or two with a Credit Union, fixed rate, unsecured loan and realize immediate savings in interest rate charges?

## Let Others In On Your Secret

To continue the success of our organization and ensure as many benefit as possible from the value we provide, please share with others the secret you know. Let your friends, family, neighbors or anyone that could benefit from the savings and service we deliver each and every day know of the value we offer and that you receive. In fact, in appreciation for spreading the word, we will pay both you and the person you refer for your efforts.

Thank you for the continued support, loyalty and contribution to this fine institution.

## The Easy Way to Your Maximum Refund is Just a Click Away

The guidance and expertise you need to prepare and file your income taxes is just a click away with TurboTax.

TurboTax will:

- Guide you step by step and help you find every deduction you may have missed.
- Save time by accurately importing personal and financial data.
- Get you the biggest refund you deserve - in as few as 8 days with direct deposit!

If you are a current user of SecureLink Online Banking, just login, click on the MyTurboTax link. It's that easy to file your taxes.



## Have You Heard We Have Free Checking?

We're not keeping it a secret! Our checking account is **FREE**. While banks are busy raising fees on checking, Power Financial Credit Union continues to offer one of the best checking accounts you'll find anywhere with benefits that include:



- No monthly fees
- No minimum balance
- Overdraft Protection
- Free SecureLink Online Banking, eStatements and Bill Pay<sup>1</sup>

So if you're still checking at the bank, it's time to make the switch to free checking at your credit union.

<sup>1</sup>There is a \$4.95 fee if SecureLink Bill Pay is not used to pay at least one bill per month.



## Courtesy Pay Overdraft Protection

Enjoy peace of mind knowing that your checking account is protected should you spend more than you have. Visit [powerfi.org](http://powerfi.org) for more information and to opt-in for Courtesy Pay Overdraft Protection service today!

## Concerned About the High Cost of Higher Education?

### You're Invited ... Free College Planning Workshop



If you have a college-bound teen and you're worried about the expenses of higher learning, you won't want to miss this workshop. Learn how to successfully manage

the college planning process, how to obtain scholarships and grants and more.

- DATE:** April 25, 2012
- PLACE:** Power Financial Credit Union Sheridan Branch  
2020 NW 150th Avenue • Pembroke Pines
- TIME:** 6:30 p.m. – 7:30 p.m.
- RSVP:** Seating is limited - reserve your seat today by visiting [powerfi.org](http://powerfi.org) or calling 800-548-5465



## Change is Good....

It seems like everything we do in our daily lives is forcing some type of change. For those of us with kids, life is never predictable from one minute to the next much less day to day. And then there is the daily commute to work. We all know what that is like in South Florida. It is beginning to be a little like waiting for the cable person to show up between the hours of 1 pm and 5 pm except in this case it is part of your drive to work. There is inevitably some exit or lanes on a road that are shut down JUST when you need to use that stretch of road as part of your commute. Perhaps the greatest change we have gone through in the past ten years is changing how we control our blood pressure in stressful situations!

The fact of the matter is that we get comfortable in our daily "routines." We are creatures of habit and the older we get, the more important the "routine" is to make us comfortable. We know that most of our members like to log into online banking while they are at work between the hours of 10 am and 1 pm. Come on...no hiding behind that stack of folders on your desk...stand up and be counted! We also know that requiring a change to the log in process to online banking disrupts most users' daily routine. As users we get comfortable going through the same process and almost mindlessly entering the passwords to access the sites that we visit on a daily basis. So when we implemented the enhanced multi factor authentication system last month, we knew it was going to be a change for everyone. That's why we sent several emails, had daily banners on the home page of our website and within SecureLink Online Banking with a countdown timer to the day

of implementation, asked our call center agents to make members calling in aware and waited to start the implementation until after 1 pm. And yet...it was a change which took us a little time to get used to. Just like you, we don't like unnecessary change, but when a Government regulation and our Auditors told us that we needed to upgrade our authentication security, the time had come to change. After all...the enhanced multi factor security is there to protect your member information online which is change that is a good thing.

Our call center received multiple compliments from members who were assisted with the multi factor process. That is a big difference between us and our competitors. We all know that change is inevitable, but your Credit Union is always here to help our members through change however long that may take. That is why our Net Promoter Scores hover around 90%. Our members really love the service that we provide and the guidance that we offer on all financial related matters. Continuous learning is a requirement of all employees at the Credit Union because the best way to thwart change is to be able to think your way through it. We cannot prevent change from occurring in financial services as there are always external forces at work (well that's what they say they do on Capitol Hill anyway), but rest assured that whatever change comes your way from a financial perspective, we are right beside you every step of the way.

Now...if I can just find the spell check in this new version of Microsoft Word...why do they always move these menus around???? Right...change...no problem.

## POWER FINANCIAL CREDIT UNION | Locations

Great rates. Smart banking.™

**Florida City Branch:**  
33004 South Dixie Hwy  
Florida City, FL 33034



**Homestead Branch:**  
12171 Moody Drive  
Homestead, FL 33032



**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 Services**

 **In Branch Debit Card Issue**

 **Drive Thru**

 **Night Deposit**

