

# THE CURRENT

July 2012

## Your Home, Your Style.



Whether you're buying your first home or you're a seasoned home buyer, trading up or downsizing, it's your home, your style. For a first mortgage for your home that's sure to fit your budget and style, turn to Power Financial Credit Union where you can take advantage of these benefits:

- Low, fixed rates available\*
- Up to 80% financing
- Fixed terms available of 10, 15, 20, or 30 years
- All closing costs may be incorporated into loan\*\*
- Intangible tax fee waived for Credit Union members

And if you're looking to refinance your current mortgage, don't miss out on today's incredibly low rates. Buying or refinancing, apply for a **Fixed Rate Mortgage** today!

*\*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.*

*\*\*Closing costs can be added to principal balance financed. Applicable for mortgage refinances only. Other conditions and qualifications apply.*

## Connect with Your Money Wherever You Travel

If you have a getaway vacation planned this summer, we have the road map to convenience!



Easily connect with your credit union accounts wherever you go with free **SecureLink Online Services** featuring:

- Convenient 24/7 access
- Make deposits or payments
- Transfer funds
- Verify cleared checks and debits
- View your statements online with eStatements
- FinanceWorks - **FREE** online financial management software
- Plus, earn rewards for your everyday Power Financial Credit Union Visa Debit Card purchases\*

Sign up for **SecureLink Online Banking** before you take off and stay connected to your money – conveniently and securely.

*\*Activation of debit rewards program is required through SecureLink Online Banking.*

# President's Message

## Growth Continues

Members continue to entrust us with their hard-earned savings, as evidenced by a nearly \$30 million increase in deposits thus far this year. In keeping with our core business principle of financial soundness, Board and staff are working diligently to put those funds to use in the form of excellent quality loans and safe, shorter-term investments. This low interest rate environment is an excellent time for members to refinance loans they acquired elsewhere and take advantage of their Credit Union's extremely competitive rates. What better win-win than personally reducing your interest costs and sharing in the benefits from the revenue that loan provides by bringing a loan to us from a bank?



## Service Remains Impressive

My hat's off to our amazing Credit Union staff that have again greatly exceeded expectations! Our independent surveys continue to come back with industry high numbers for the percent of members that would recommend friends and family to Power Financial Credit Union. This is truly indicative of the loyalty that our staff garners with "family like" service each and every day. Satisfaction surveys are one thing, but when you have 92% of your members surveyed say



Allan M. Prindle,  
*President and CEO*

they are so satisfied that on a scale of 1-10, 10 the highest, score you a 9 or a 10 when asked if they would refer friends and family ... that is impressive! I am extremely proud of the team I work with and the efforts they make to ensure our member-owner experience is second to none.

## Summer Brings Travel and Preparation

As we get ready for the school year to end and summer begin, please remember we offer you many convenient channels to process your financial needs as you travel. **SecureLink Online Banking, Bill Pay, eDeposit, eStatements and Priority Lending** are all available for your remote access. In addition, our **Visa Debit Card, Visa Credit Card, Simon Says-bilingual Audio Response System, Online Chat and Call Center** are available to make combining your banking needs with your summer travel plans smooth and less hectic. Furthermore, **FinanceWorks**, our FREE online personal financial management solution can help you budget for, track and summarize your vacation expenses in a snap. And of course, with summer in South Florida, comes hurricane preparation concerns. Setting up direct deposit, along with electronic payments in advance, can avoid the hassles of not being able to deposit funds or being able to pay bills and other payments in cases of emergency.

As always, thank you for your continued support, loyalty and contribution to this fine institution.

## Prepare Now for Hurricane Season

**B**elieve it or not, it's time again to make preparations to weather the storms that may affect South Florida. Your annual preparations for the hurricane season should include such items as a supply of non-perishable food, drinking water, first aid kit, battery-powered radio, flashlights, and extra batteries.

Financial preparedness can also help make the process easier. If you've built equity in your home, see us for a **Hybrid Home Equity Line of Credit**

and make your improvements before the threat of a storm. Use the funds to install shutters, purchase a generator, make roof repairs and whatever else it takes to keep your home safe.

### Safe Deposit Box Rental Special

- First month's rental just **\$1!**
- Available at our Sheridan, Juno and Homestead branches
- Limited time offer – call today

### Let our Hybrid HELOC Get You Hurricane Ready

- Low fixed rate for the first 3, 4, or 5 years (thereafter variable rate tied to Prime)
- Easy check writing access
- Ready source of cash
- Pay no closing costs\*

\*Credit Union pays up to \$800 closing costs. Member will reimburse the Credit Union if loan is closed within 36 months.

Safeguard important papers by renting a safe deposit box at our Juno, Homestead or Sheridan branch. Protect your driver's license, deed, insurance papers, and other important documents...and pay just **\$1** for the first month's rental! That's a small fee for big peace of mind.

The best source of protection is planning ahead. So put together your emergency kit, apply for a low interest **Hybrid Home Equity Line of Credit** and store those important documents securely in a Power Financial Credit Union Safe Deposit Box.

## More Time for Summer

**P**aying bills online is the easy way to make more time for summer fun. When you pay bills online, you won't have to write checks or jump from website to website. Through one simple site, you can take care of a month's worth of bills in less than five minutes.

### And now it can really pay!

Now, every bill you pay online is another opportunity to win our \$5,000 grand prize or 1 of 50 \$100 prizes!\*

Visit [powerfi.org](http://powerfi.org) and log in to **SecureLink Online Banking** today to learn more.

\*NO PURCHASE NECESSARY. Open to legal residents of the 50 United States (D.C.) 18 years and older. Ends 7/31/12. To enter and for Official Rules, including odds, alternate method of entry, and prize descriptions, visit [www.moretimeforsummer.com](http://www.moretimeforsummer.com). Sponsor: Intuit Inc., 2535 Garcia Avenue, Mountain View, CA 94043



## Get In-the-Know!

**W**ant to know the latest happenings at Power Financial Credit Union? Be privy to special money-saving offers? Don't want to miss out on news you can use? Just sign up for free weekly email newsletters at [powerfi.org](http://powerfi.org), like us on FaceBook or follow us on Twitter. Whatever your choice of social media, we're there! Be in-the-know on what's up at your Credit Union.



# Seriously?

In the last issue of *The Current* newsletter, this column discussed how change is an inevitable part of life. Clearly there are signs in the news of late that failure to address change is a dangerous proposition. We are seeing what were once considered household names being liquidated or in a dangerous spiral of financial decline. Companies like Sony, Yahoo, and Hewlett Packard are all experiencing paralyzing financial crises as the markets and the demand from consumers change around them faster than they can react. How long can any company afford to remain cemented to an outdated business plan or methodology and expect to remain viable?

Here at the Credit Union, we watch these behemoth companies with great fascination and try to learn from what went wrong. First, and foremost, there is an imminent danger in becoming comfortable. That's why we are constantly asking our members in Town Hall Meetings questions about what we do well and what recommendations they have for improvements at the Credit Union. After more than three years of asking questions to groups of all ages, we hear common comments including:

- 1 Our members love our staff and the service that they receive. Members feel our staff are personable and take a genuine interest in each and every member.
- 2 Our members find value in the products and services that the Credit Union offers. Specifically members rate our checking accounts and online services as top products at the Credit Union.

- 3 Most new members come to the Credit Union as a result of an existing member talking about how much he/she likes the Credit Union.

In fact the loyalty to the Credit Union runs deep with many members as children, parents, grandparents, and great grandparents from the same family are all members at the same time! We will continually look for new products/services to meet the changing demands of the membership. Look for exciting new online and mobile products to be announced within the next six months! While change is inevitable, we believe that personal service with our membership has been, and will always be, critical to our success.

It may be amazing to some large companies just how much valuable information is available to them simply by setting aside some quality time to speak with their customers. Listening to that valuable information and placing it into the company's future planning process creates a business plan that is good for both the company and its customers. It is this customer-centric model of change that keeps our business plan successful by both embracing and recognizing the need to continuously move forward with our members best interests at the core of the plan. This forward momentum from our membership prevents us from stalling in a false sense of comfort and continuously challenges us to create a top flight financial organization every day.

So yes, change is inevitable, but we can go through it together and grow.

**POWER FINANCIAL  
CREDIT UNION**  
Great rates. Smart banking.™

## Locations

**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**



Federally insured  
by NCUA