

## The Road to Adventure Starts Here

Buying a new car shouldn't be an aggravation – we help make it an adventure! Start your car buying journey at Power Financial Credit Union and we'll direct you to the best car buying experience and biggest savings. From financing to finding the car that ignites your excitement, your credit union points you in the right direction.

Here are some landmarks you should keep in your sight on the route to buying a new car:



### STOP #1

#### Low Interest Financing

Make your first stop Power Financial Credit Union for low rate, flexible term auto loan financing. Get pre-approved before you head to the dealership. With financing secured, you can shop with the power of cash and still take advantage of dealer incentives and rebates.

### STOP #2

#### Auto Advisors Service

The Auto Advisor Team puts the fun back into car buying. They make it easy for you to find the perfect deal. The Auto Advisor Team will assist you in locating the make and model you want and help negotiate the best price. They'll even accompany you to the dealer to ensure that taking delivery of your new car was a stress-free experience.

### STOP #3

#### Protection for Your Purchase

You can purchase protection for your vehicle at the dealer, but why pay more? Think ahead and let us help you get the best price on services including:

- Extended Warranty
- Mechanical Breakdown Protection (MBP)
- Guaranteed Auto Protection (GAP)

Now that we've mapped out your strategy for car buying success, all you need to do is pick up the phone, stop by one of our offices, or apply online to arrange your car loan. We'll take it from there and direct you to a deal you're going to love.

## Get Your Maximum Refund GUARANTEED with TurboTax

Turbo Tax® makes it easy for Power Financial Credit Union members to complete and file their tax return online. Power Financial Credit Union members have their previous years' tax information available within TurboTax® making completing your taxes that much easier.

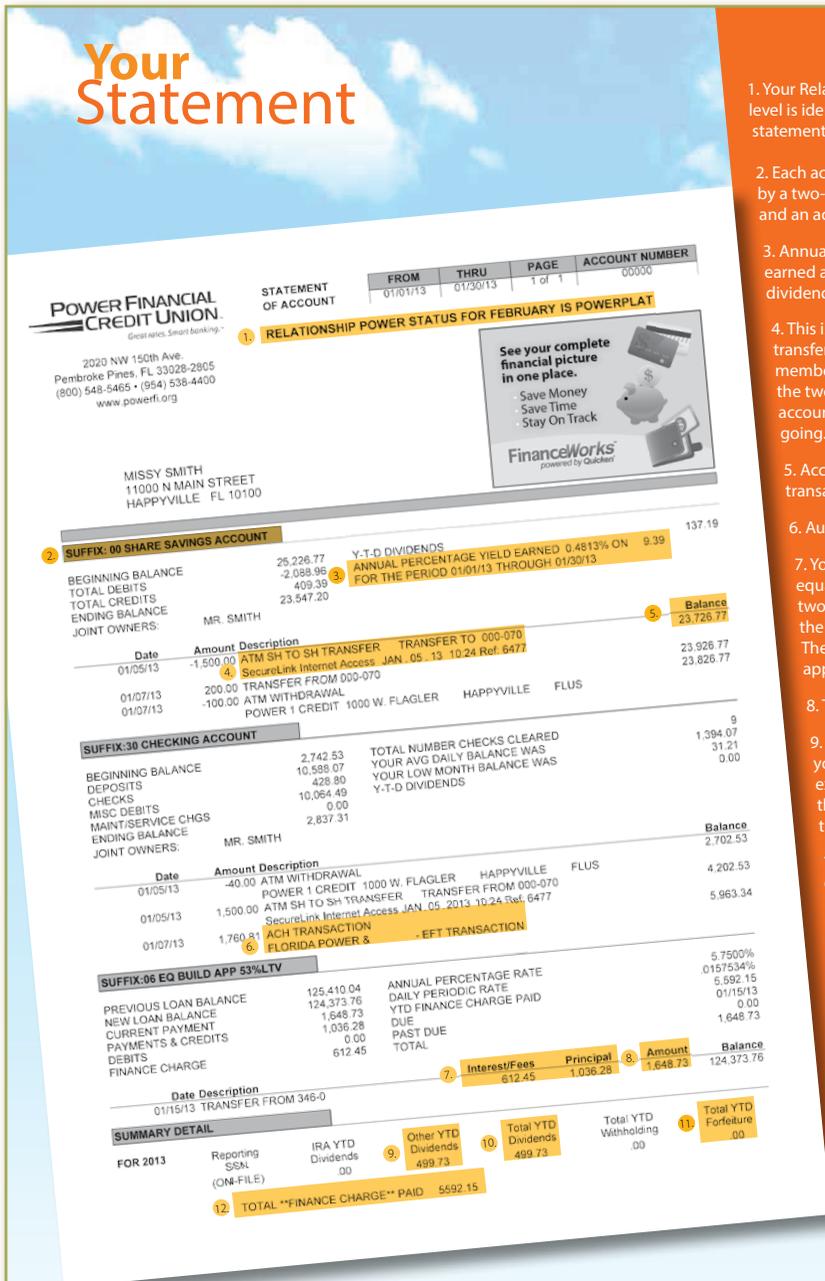
- No software to download. File your return when you want, day or night.
- Your information is automatically imported which saves you time.
- Try it for FREE; pay nothing until you print or file

Log on to [www.powerfi.org](http://www.powerfi.org) and access TurboTax® from within SecureLink Online Banking.

# Understanding Your Statement

Your Power Financial Credit Union statement is a useful summary of all the activity on your accounts. Here are some easy guidelines to keep handy when reading your statement:

- Look at the first line of each section to find the suffix and account name.
- The last section of your statement contains a summary of year-to-date dividend earnings and finance charges, useful for preparing taxes.
- Social Security numbers are removed for your privacy and safety.
- Bill Pay and check transactions are aggregated at the end of the checking account section for easy reference.



1. Your Relationship Power Program level is identified just below the current statement dates.

2. Each account type is identified by a two-digit suffix number and an account name.

3. Annual Percentage Yield earned appears only when dividends are credited.

4. This is a SecureLink Online Banking transfer between accounts. Your member number is followed by the two-digit suffix number of the account to which the transfer is going.

5. Account balance after transaction has occurred.

6. Automated Payroll Deposit.

7. Your loan payment equals the sum of these two amounts. The amount on the left is applied to interest. The amount on the right is applied to principal.

8. Total loan payment.

9. Year-to-date dividends you earned on all accounts, excluding IRAs. Note: This is the amount to be reported for tax purposes at year end.

10. Total year-to-date dividends paid this year, including dividends paid on IRAs.

11. Penalties you paid for any early withdrawals from certificates. Note: This may be tax deductible from your total dividend earnings. Contact your tax advisor for details.

12. Interest paid on all loans.

## The More Things Change.....

Have you ever heard the cliché: "the more things change, the more they stay the same?" As a nation, we observe in the year 2013 escalating gas prices due to a threat of reduced oil production, a Government contemplating sequestration due to a Federal Budget impasse between the President and the Congress, rising home energy costs, rising food costs, and increases in consumer fees in everything from basic TV service to the monthly operation of checking accounts. Consumers cry out "these fees are excessive and unheard of!"

**Seriously?** Consumer expectations of product and personal convenience have been growing exponentially every year. It used to be convenient to have a TV in one room of the house, and yet, now there is a perceived need of convenience to have a TV in EVERY room of the house! And not just a regular TV, but a high definition TV with over 400 channels! With all of this convenience at their fingertips, you would think that consumers would be satisfied, but the consistent chatter at the office "water cooler" (otherwise known as email—come on the water cooler went out with Reagan) is that there is nothing to watch on TV!

**Seriously?** As for energy prices, well, it takes additional energy to run 5-6 TVs per household, charge the cell phones, tablet computers, personal computers, etc. The fact is that every generation wants MORE than the previous generations. MORE means more convenience and always means more expense to the consumer, but that does not slow them down. And the price of gas....do you remember the Oil Embargo of 1974 when consumers had to sit in gas lines for hours on end just to get a tank of gas? That would be unheard of today (unless there is a natural event like a hurricane). Maybe. The point is that escalating gas costs have not stopped the sale of luxury cars or SUVs (record sales in 2012) or reduced most people's reliance on the automobile to transport them throughout their day. Consumers complain about the added expense, but rarely change their habits to reduce that expense. How about riding a bike to work or car pooling? In South Florida?

**Seriously?** Finally, what a big surprise that the Government is in a period of sequestration due to a Federal Budget standstill. Every time control of the

Congress changes hands, doesn't the Government go through this exercise? The Government needs money because it spends more than it takes in (really.. is this new news) and, therefore, has to look for new forms of revenue. That means the Government needs to propose a greater sense of its value to the consumer. How do they do this? Regulations and new laws. That's right...the Government is going to protect the consumers from big, bad private business. Isn't private business the entity that creates all of the conveniences that were mentioned above? Now there is an additional expense to private business to meet the Government's new regulations. That additional expense means higher costs to the consumers. Which is why the free checking account virtually disappeared in 2012. The increased regulatory costs to financial institutions through Government regulation means that operating costs rise with no additional income. Compound the additional expense with an unprecedented period of artificially low interest rates paid by the Government and the operating expense to financial institutions gets worse. And yet, consumers want additional convenience channels to support their five TVs, cell phones, tablets, and whatever next innovation comes on the horizon. The addition of those channels raises operating expenses even more. Often consumers make the argument that electronic channels should reduce operating expenses because the consumers are not using staff to process transactions. That is partly true, but consumers don't factor in the real time security systems that need to be placed within these systems to protect the consumer or the redundancy of these systems to have them available at all times (like when there is nothing worth watching on 400 channels of TV) that requires additional hardware.

**Seriously?** The bottom line is that circumstances and products may change throughout history, but history ALWAYS repeats itself in cycles. Consumers always want more. More means higher household expense. There may be more variety of products/services (change), but increased expense is always consistent (same). It's true..the more things change, the more they stay the same. Consumers always want more. Seriously.

## President's Message

As the nation continues a slow economic turnaround, your Credit Union is seeing the signs of recovery here in South Florida. Our loan portfolio performance is trending back to "normal", home values appear to have bottomed out and our lending operations are showing the glimmer of picking up again. Despite this increasing optimism, interest rates remain artificially low which puts significant strain on our ability to generate income from deposit and lending operations. We continue to adjust our business model to ensure safety and soundness within the context of an extended period of historically low interest rates.

Our staff has worked exceptionally hard over the past few years to provide peace of mind and

empathetic service as members felt the pressures of a challenging economy. We are blessed to have such an amazing team.

This talented team is also working tirelessly to provide unsurpassed service AND technological convenience. It is a daunting, and expensive, task to provide our members the technology they demand coupled with a "family-like" level of service. If you have a problem with mobile check deposit or on-line bill pay and you call our toll free number, it is our staff that holds your hand. We do not route you to a remote, cold, scripted call center. Instead, you are helped by people you know and trust.

Or if you choose to go to a branch for the solution, we strive



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

to greet you with a smile and treat you as an owner of this institution ... because you are. It is precisely efforts like these that make us different from other financial institutions.

"Not for profit. Not for charity. But for service" is the motto for Credit Unions across the nation and one that your Board of Directors and staff embraces enthusiastically here at Power Financial Credit Union. Thank you for contributing to our success.

## What's Your Relationship Power Level?

It pays to save at Power Financial Credit Union. Your Relationship Power Level depends on the average daily balance of your combined savings and checking balances. The greater your balance in savings and checking, the greater your benefits.

Each Relationship Power level brings various money-saving benefits to you. Find your Relationship Power Level in the upper right-hand corner of your statement.



## 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**