



APB

APRIL 2014

FINANCIAL SERVICES FOR FIRST RESPONDERS



0% Financing vs. Cash Back: Making the Right Choice on Your Next Vehicle

We've all seen the commercials, "0% financing on a new car or \$2,500 cash back!" But which one makes the most sense for you?

One of the major factors in determining whether 0% APR* is worthwhile is the length of financing. But, a rebate immediately equals more cash in your pocket which translates into a smaller loan required for the purchase. That also means your overall debt will be lower, and you may be able to choose a shorter-term loan that will save you more over the life of the loan.

Taking the dealer rebate and financing your next vehicle with a loan from SF Police Credit Union is often the better deal over time than a 0% offer. Combining a rebate with our auto rates that start as low as 1.74% APR* pairs great value with an initial smaller loan. Plus apply now and we'll send you a \$100 gas card for a limited time, making it even more worthwhile!

To learn more about our vehicle loans or to apply, stop by a branch or visit us online at www.sfcu.org.

* APR = annual percentage rate.

POSITIVE REFLECTIONS:

As of February 28, 2014

Assets	\$740,266,963
Loans	\$418,850,552
Shares	\$634,427,895
Members	34,032

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Selling Soon? 5 Home Projects to Avoid

Did you know there are some projects that may actually lower your home's value if you plan to sell within the next few years. Try to avoid these projects if a sale is in your near future:

- 1. Excessively decorating children's rooms.** Painting a mural wall may be a lot of fun, but the time and money spent will likely not be recouped. It's better to paint with more neutral colors.
- 2. Adding textured walls.** Textured walls can be difficult to sand down or remove. If you do choose to texture a wall, make sure it can be easily converted back to a typical flat wall.
- 3. Installing a hot tub.** A hot tub is great to relax and unwind, but many potential homebuyers are turned off by using someone else's hot tub.
- 4. Overly difficult landscaping.** Elaborately landscaped yards may be intimidating to

buyers and could cause them to walk away. Try to keep your yard neat and tidy, but not too difficult to maintain.



- 5. Converting extra bedrooms into non-bedrooms.** Be careful not to change too much — and be sure not to touch the closet. In order to list the room as a bedroom, the closet must stay intact.

Looking to buy or refinance?

Now's the time to contact SF Police Credit Union to purchase or refinance your home with a flat fee of just \$599! Our expert Financial Service Loan Officers are ready to assist you, call us at **800.222.1391** or visit www.sfcu.org for more information.

Find us on Facebook! Search for SF Police Credit Union and "Like" our page today.
www.facebook.com/sfpolicecreditunion

SF Police Credit Union
www.sfcu.org



Tax-efficient Investing – A Smart Choice

CONTENT DEVELOPED BY CUNA BROKERAGE SERVICES, PROVIDED BY CHRIS BREAUTL

Taxes can take a chunk out of your investment returns. Employing some of these strategies could help you retain more of your potential investment earnings and lessen your tax burden.

Buy and Hold

Following a buy-and-hold strategy for your stock investments may save on taxes in the long run. Not only do you postpone taxes the longer you hold, if you hold your investment long enough, your gains might be subject to the lower capital gains tax rate. For all but the highest-income taxpayers, capital gains are generally taxed at 15% on investments you hold longer than one year. Gains on investments you've owned one year or less are taxed at your regular federal income-tax rate, which may be as high as 39.6% in 2013 and 2014.

Consider Tax-Exempt Investments

Tax-exempt investments, such as municipal bonds, give you income that is generally exempt from federal – and often state and local – income tax. If you want income rather than growth, municipal bonds may be a good choice.

Take Advantage of Qualified Plans

Participating in an employer's traditional 401(k) or 403(b) plan reduces your tax obligation because your contributions are not considered part of your taxable income in the year you make them. Additionally, taxes on your earnings are deferred until

you withdraw funds from the plan. (Roth plans offer a different set of tax advantages.)

Explore IRAs

IRAs are another option to consider, but you need to determine if your contributions to a traditional IRA may be tax-deductible. Roth IRAs are slightly different. Although contributions to a Roth IRA are not deductible, account earnings are tax-deferred and can ultimately be withdrawn from the Roth IRA income tax-free provided certain conditions are met.

Invest Tax Smart

Keeping as much of your hard-earned money as possible is the goal of tax-efficient investing. Your financial advisor can help you explore all the ways you can invest with the goal of minimizing taxes.

Chris Breault is a Financial Advisor with Members Financial Services located at SF Police Credit Union. If you have any questions, or would like to provide feedback, regarding the information presented in this article, you may contact Chris Breault at **415.682.3361** or chris.breault@cunamutual.com.

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Not NCUA/NCUSIF/FDIC insured, May Lose Value, No Financial Institution Guarantee. Not a deposit of any financial institution.

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Save Now for Tomorrow

WHATEVER YOUR GOALS ARE, WE'LL HELP YOU GET THERE!

Whether you're saving for retirement, a dream vacation or new home, our new 4 and 5 Year Certificates and Certificate IRAs can get you to your goal faster. With some of the highest rates around and a low minimum deposit of \$500, we'll help make your future plans a reality.

New 4/5 Year Certificate and IRAs	SFPCU APY*	Competitor APY*
4 Years	1.06%	0.20%
5 Years	1.51%	0.80%



Can't Beat Our Rates!

To open your new SFPCU 4 or 5 Year Certificate or IRA, visit www.sfpcu.org!

* Annual percentage yield (APY) is accurate as of 3/17/14. A penalty may be imposed for early withdrawal of principle. Fees may reduce earnings. APY assumes interest earned is kept in the CD for the full term. Minimum opening deposit is \$500. Competitors rates published as of 3/04/14, and are for example purposes only. Individual Retirement Account Certificate terms and conditions are disclosed in the retirement account agreement and disclosure statement given at the time of opening the account. For full terms and conditions, visit www.sfpcu.org.



Call Box

A QUARTERLY INSERT TO YOUR APB NEWSLETTER | APRIL 2014

60th Annual Meeting and Election

On Saturday, February 22, 2014, SF Police Credit Union hosted our 60th Annual Meeting and Breakfast at a new venue, the South San Francisco Convention Center.

This year members enjoyed a wonderful breakfast and received a telescopic SFPCU branded flashlight as the annual meeting gift. The meeting was filled with announcements, speakers and a special recognition of one of our founding fathers, Sol Wiener, who was in attendance. At the close of the meeting, numerous raffle prizes were awarded to various lucky members.

A BIG THANKS TO ALL OF OUR VENDORS FOR THEIR GENEROUS DONATIONS!

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|-----------------------|--------------------------------|---------------------------------|---|-----------------------------|
| • Infolmage | • Recall Document Management | • SFPCU's Personal Auto Shopper | • California Reverse Mortgage Consultants | • Hyland Software Solutions |
| • Aquarium of the Bay | • Landmark Image | • PM Systems Corporation | • EasCorp | • DMA |
| • Get Away Today | • MacCorkle Insurance Services | | | • Simon and Associates |
| • Disney Resort | | | | |
| • PSCU | | | | |

SFPCU Oakland Branch is Now Open!

On March 6, 2014, local dignitaries, members from local first responder agencies and SFPCU Board of Directors, executives and employees celebrated SFPCU's new Oakland branch located at 559 5th Street with a formal ribbon cutting ceremony.



The program entailed a warm welcome from the Acting CEO and President Eddie Young, a congratulatory proclamation given by California State Assembly Member Rob Bonta, a recap of the Oakland branch journey by President of

the Oakland Police Officers Association (OPOA), Barry Donelan, and the evening concluded with a Chinese lion dance ceremony for good fortune performed by the SFPD Lion Dance Team.

We thank all those who joined us in celebrating this momentous occasion and welcome you to visit us in Oakland!

Changes to Our Board of Directors & Supervisory Committee

Glenn Sylvester

Re-confirmed Chair on the Board of Directors.

Mike Hebel

New Vice Chair on the Board of Directors.

Croce "Al" Casciato

New Board Secretary and newly elected on the Board of Directors.

John Goldberg

Re-confirmed for his position on the Supervisory Committee.

Is It Time to Clean Up Your Paper Trail?

If you're like most, no matter where you live or the size of your home, it's almost a sure bet that lack of storage space is a problem. In this "paperless" society, it's amazing how many of us still keep old boxes of cancelled checks, folders with tax information from the 1970s, and dozens of files containing receipts for every item we've ever purchased.

While it's a healthy habit to keep important documents properly filed and easily accessible, there's no point to keeping outdated and unnecessary records that just end up taking valuable space. Here's a checklist to help you decide what to keep and what to discard in order to simplify your filing and storage.

- **Financial documents:** Destroy checks with no permanent importance, but keep checks related to your taxes, business expenses, and housing/mortgage payments.

- **Utility bills:** Throw out (unless needed for tax purposes).
- **Tax records:** Most experts recommend destroying these after six years.
- **Insurance records:** Keep for the life of your policy.
- **Life documents** (birth certificates, marriage certificates, diplomas, divorce decrees, military records): Store in a safety deposit box indefinitely.
- **Homeowner records** (deeds and title to your house): Do not discard.
- **Life and estate planning documents:** Keep the most current copy.
- **Receipts for major purchases:** Keep as long as you own the item.

As important as it is to properly store and file current documents, it is equally important to use a suitable method to discard old records. With a constant concern of identity theft, the proper shredding and disposal of these items is critical to your fiscal health.



SFPCU SHRED DAY EVENTS

With that thought in mind, SF Police Credit Union is sponsoring "Shred Day" events for members to bring their old records and have them properly destroyed by a certified shredding service.

This service will be provided at both our San Mateo and Irving branches.

Join us for our shred events:

- **Friday, April 18** from Noon to 3 p.m. at San Mateo Branch.
- **Saturday, April 19**, 10 a.m. to 2 p.m. at Irving Branch.

Nomination Period Begins May 17, 2014

The Nominating Committee is pleased to announce that for the 2015 Board of Directors Election, there are two (2) Board of Directors positions and one (1) Supervisory Committee position up for nomination and election. The Nominating Committee is responsible for submitting qualified candidates for Board and Supervisory Committee Seats. Please review the important details below.

- Nomination period will begin on May 17 and run through June 30, 2014.
- Ballots will be mailed to eligible members in early January 2015.
- Voting will take place January 15, 2015, through February 15, 2015; results will be announced at the 2015 Annual Meeting.

While all of the incumbents have indicated that they will seek re-election, the Nominating Committee encourages all qualified SFPCU members to consider becoming a Credit Union volunteer, by applying to be nominated for any of the positions up for election.

For information and instructions on how to apply for nomination, please see below.

We appreciate your continued support of the SF Police Credit Union and your involvement with our 2015 Election.

Respectfully,
SFPCU Nominating Committee



Mail your nomination letter to:

SF Police Credit Union
Joseph Reilly, Corporate Secretary
2550 Irving Street
San Francisco, CA 94122

Email: JosephR@sfpcu.org

CURRENT PROMOTIONS

To learn more about any of these promotions, please call 800.222.1391 or visit our website at www.sfpcu.org

VEHICLE LOAN PROMOTION! VEHICLE LOANS.

- Rates as low as 1.74% APR*
- We'll send you a \$100 gas card after funding your loan
- Drive free for three months
- Loan must be in the amount of \$15,000 or higher.

* Offer valid through April 30, 2014 on New, Used, and Early Model Automobiles and New and Used Motorcycles. Application and funding must occur during the promotional period and loan must be \$15,000 or higher to qualify. Example rate of 1.74% APR with 36 monthly payments = \$28.53 per \$1,000 borrowed, assumes .25% discount for enrollment in automatic payments (fully indexed rate of 2.99%). Rates quoted assume excellent borrower history and actual APR may be higher than the lowest rate available. Internal refinances are not eligible. Out-of-state vehicles are acceptable on dealer transactions only. \$100 gas card will be mailed to member within 60 days of funding loan. Rates, terms and conditions are subject to change without notice.

\$100 Gas Card

Rates as low as
1.74% APR*

VISA® PROMOTION! SFPCU PLATINUM VISA®.

- Earn 2X Rewards Points on all purchases (\$1 = 2 points)
- Low competitive rates
- Get 10,000 Bonus Points when you open a NEW Platinum Visa
- No annual, balance transfer or cash advance fees

Offer valid through April 30, 2014. 10,000 Bonus Reward Points offer only available for new SFPCU Visa accounts opened during the promotional period. First purchase must be completed within 90 days to receive the 10,000 bonus points. Double Points offer equals two Visa Rewards Points earned for every one dollar spent on qualifying purchases. Cash advances, balance transfers and ATM withdrawals will not accrue points. Offers not valid for Business accounts. All new applications are subject to terms, conditions and credit approval. You must be at least 18 years of age to apply, and show ability to repay future balances or apply with a co-signer if you are under the age of 21. Rates, fees and terms are subject to change at any time, you may contact us for current information at 800.222.1391.

Earn **2X**
Reward Points
on all purchases*

NEW – MEMBER REFERRAL PROMOTION.

- \$10 for you and \$25 for them
- Refer family or eligible co-workers for SFPCU membership
- Once they join, we'll give you \$10 and they'll get \$25 for their opening deposit
- Unlimited Member Referrals

* Offer ends 5/31/14. Referral Bonus: Within 5 business days of new member account opening, \$10 will be credited into referring member's savings account. New Member Bonus: \$25 will be used as opening deposit for the new member's account and shall be reversed and returned to SFPCU if the account is closed within 12 months after the date opened. Minimum account balance to open account and obtain APY is \$25.00. Checking Bonus: New account holder will receive an additional \$25 if a new Checking account is established within the promotional period. The \$25 bonus will be deposited into the new checking account within 30 business days after account opening. Bonuses may be tax-reportable. Rates, terms and conditions apply and are subject to change.

GET **\$10** for yourself,
\$25 for them!

HOME LOAN FLAT-RATE FEE \$599! HOME LOANS.

- Purchase or refinance for a flat fee of \$599
- No hidden costs or pre-payment penalties
- Choose from fixed and adjustable rate mortgages
- Fast and easy application process

Offer valid through December 31, 2014. \$599 flat fee covers Appraisal, Credit Report, Courier/FedEx, Appraisal Review, Tax Service, Wire Transfer, Underwriting and Flood Zone Certification (does not include title insurance, escrow or other fees not listed). Offer valid on 1st mortgages only (Reverse Mortgages, FHA, VA and out-of-state loans are ineligible). Flat Fee Offer, rates, terms and conditions are subject to change without notice.

Purchase or Refinance
with a flat fee of **\$599!**

Looking for a location near you? Visit www.sfpcu.org/locations.



CO-OP® ATM NETWORK

With your SFPCU Debit Card, you can:

- Get cash at **30,000** fee-free ATMs, including locations at 7-Eleven®, Costco® and Walgreens
- Plus, SFPCU members have fee-free access to Bank of the West ATMs.

With Global ATM Checking, you can use any ATM anywhere you are – if another institution charges you, we refund the fees.*



SHARED BRANCHES

You can handle nearly any transaction.

- Make deposits, withdrawals and loan payments at **5,000** Shared Branches

To access your account, you'll simply need your account number and a current ID.

Apply NOW for an SFPCU Scholarship

We are accepting applications now through **April 30, 2014**. SFPCU values the future of our members and is proud to offer **four** \$1,000 scholarships to support individuals with a passion for learning. Scholarships will be awarded to students who show academic excellence. Winners will be notified by mail or phone no later than **June 30, 2014**.

Scholarship Requirements

Candidates who will be considered for our scholarship opportunity must meet the following requirements:

- Minimum of a 3.0 cumulative GPA.
- Must be an SFPCU member who has been with SFPCU for at least six months prior to the time of application.
- Must be accepted to or already attending a full-time undergraduate program of study at a college or university.
- Previous winners, the Board of Directors, SFPCU employees, Volunteer Committee members and their families are not eligible to apply.

For more information, visit our scholarship page at www.sfpcu.org or call us at **800.222.1391**.

Branch and ATM Locations

In addition to SFPCU locations, as an SFPCU member you also have access to fee-free CO-OP ATMs, Shared Branch locations and Bank of The West ATMs.

Find fee-free ATM locations nearest you:

www.sfpcu.org/locations.

SFPCU Online

Online Banking / Mobile Banking:

www.sfpcu.org / www.sfpcu.mobi

iPhone® and Android™ Mobile Banking App:

Search for SF Police CU in the iPhone App Store or Google Play to download our apps for free!

Facebook:

www.facebook.com/sfpolicycreditunion

SFPCU Contact Information

24/7 Call Center:

800.222.1391 or 415.564.3800

MemberLink 24-hour transactions:

415.242.2142 or 800.871.3419

Email:

Members_Info@sfpcu.org

Other SFPCU Services

MEMBERS Financial Services:

415.682.3361

BALANCESM Program:

888.456.2227

No-cost Auto Buying Service:

800.716.9550

Help Kids Catch the \$ave Wave™!



April 20-26 is National Credit Union Youth Week™, and this year's theme is Catch the \$ave Wave.

At SFPCU, we know it's never too early to start saving and we make saving fun by offering two great savings education programs for children and teens.

Looney Tunes Kids Program – This savings club is for kids age 12 and under. Open a Savings Account with \$25 and your child will start earning dividends.

OnScene Teen Program – This program is for teens age 13-17. It includes a Savings Account, Checking Account and access to Online Banking. To learn more about these youth programs and the many benefits, surf over to www.sfpcu.org and select Kids & Teens Programs under Savings & Checking.

National Credit Union Youth Week™

COLORING CONTEST!



Enter to win tickets to the California Academy of Sciences*

April 1 – April 30

In recognition of National Credit Union Youth Week, SFPCU is once again sponsoring a youth coloring contest in partnership with the California Academy of Sciences. Enter to win four free tickets to the Academy. There are two age categories: 2-6 and 7-12, with a winner selected from each age group.

Simply stop by any one of our branches to pick up this year's coloring page, or you can download the page from our website at www.sfpcu.org/youthweek.

Entries will be accepted at any of our branches from April 1 - April 30, 2014, or entries can be mailed to SFPCU, Attn: Marketing, 2550 Irving Street, San Francisco, CA 94122. Winners will be selected and notified by May 10.

* No purchase necessary to enter and win. Limit one entry per person. Entry becomes the property of the SFPCU. The winner will be selected by SFPCU staff and notified on or before May 10, 2014, and will be notified in writing or by email or telephone. SFPCU assumes no liability in relation to this prize. All decisions of SFPCU in applying these contest rules are final. SFPCU employees and volunteers, and their immediate families, are not eligible.

HOLIDAY NOTICE

SF Police Credit Union branches will be closed:

Memorial Day – Monday, May 26

For assistance during closed hours, call our 24/7 Call Center at **800.222.1391** or MemberLink, the 24-hour transaction line, at **800.871.3419** or **415.242.2142**; or access SFPCU Online Banking at www.sfpcu.org.

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