

# CU Connection

SoCal

A Publication for Members of Credit Union of Southern California  
Winter 2017

**Ryan of Los Angeles**  
**Member Since January 2016**

*Photo by Joseph Rivera*



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Credit Union of  
Southern California

866.287.6225 | [CUSoCal.org](http://CUSoCal.org)

# Few Words. Great Impact.

The Gettysburg Address is one of history's most famous, and famously brief, speeches. With just 272 words, President Lincoln arguably changed the nation.

Words make a difference.

Think about the impact of these words: *I care. You're hired. I do.* When it comes to your finances, there are another two words that make a difference: Member-Owner.

Unlike banks that operate with the primary goal of making a profit for stockholders, credit unions are owned by the people who use them. Those who use their services are not customers, but Member-Owners.

At Credit Union of Southern California (CU SoCal), there's nothing more important or rewarding than serving you, our Member-Owners. That's why we're working to add even more value to your Membership. In 2017, we're excited to bring you a new website for easier usability, a chip-enabled debit card for enhanced security, and a new service called CU SoCal Card Guard for enhanced, flexible debit card security.

We're also pleased to continue offering our Member-Owners sound, professional financial guidance as a complimentary benefit of Membership. Services include free workshops, online educational tools, and educational videos. And, whether you're dreaming of buying a home or car this year, want to start a college fund, or need to create or bolster your retirement nest egg, we're here to help with the products that are right for you.

Like the words President Lincoln said about our government, credit unions are "of the people, by the people,

for the people." It's an honor and privilege to serve you, our Member-Owners.

Sincerely,



**Dave Gunderson**  
President/CEO



## A New Year. A New Financial You.

It's a new year and a great time to develop a new financial you. These six steps will help you establish the best financial path for 2017.

1. **Assess your financial health** with CU SoCal's free online financial checkup tool. In just minutes, you'll receive a thorough analysis of your financial situation as well as helpful tips. Were you extra nice during the holidays? Don't forget to include any debts you may have incurred in the spirit of the season.
2. **Build a budget** to create a spending and savings plan. Just one in three Americans prepares a budget, which means two-thirds of us don't have a clear idea of where our money is spent.
3. **Reduce debt quicker** by lowering the interest you pay. There's no fee to transfer balances you have with other lenders to a CU SoCal credit card with a low 1.99% APR for 12 months<sup>1</sup>. Plus, move your auto loan to CU SoCal and you may knock down your rate by 2% or more<sup>2</sup>.
4. **Set and forget** direct deposits or automatic payments to a CU SoCal savings account. Pledge to save even more by participating in CU SoCal's 52-week savings challenge or in *America Saves Week*, February 27-March 4, 2017.
5. **Set up alerts** in CU SoCal's online banking to receive notifications about upcoming payments, suspicious activities on an account, transactions over a certain dollar amount, or low balances—to name just a few options.
6. **Check your credit** annually for free at [AnnualCreditReport.com](http://AnnualCreditReport.com). Or, divvy up the three major credit reporting bureaus to get a free report every four months.

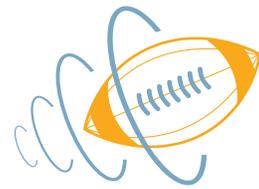
A new financial you is an achievable goal in 2017. To learn more about making positive money moves, visit [CUSoCal.org](http://CUSoCal.org) today.

<sup>1</sup> APR=Annual Percentage Rate. Promotion balances will be at 1.99% fixed promo APR for 12 months (365 days) with a corresponding monthly periodic rate of .166% from the date they are posted. After promo, rate will change to a non-variable rate as low as 10.90% APR. Promo rate is valid on non-CU SoCal balances, may be terminated on accounts delinquent 60 days or more, and is subject to change. Amount is limited to approved credit line.

<sup>2</sup> CU SoCal loans are not eligible. Minimum amount of \$5,000 financed. Floor rate for this promotion is 1.49% APR. APR, financing terms, and/or loan to value of vehicle will vary based on model year of the vehicle and/or applicant's credit worthiness. Not everyone will qualify. Vehicle model year must be 2007 or newer. All loans and vehicles are subject to approval.



# ASK CU SoCal



Dear CU SoCal, I can hardly wait! The Super Bowl is just about here. Before the commercials, food, and touchdowns, I was thinking about tackling some of our home-improvement projects. I know we have equity in our home, but I'm not sure which type of loan is best for our game plan. Can you give us a few pointers, coach?

Kicking Off the New Year in Claremont

### Dear Kicking Off the New Year,

We are our Members' biggest fans and are honored to help you achieve your goals (on and off the field). Here are three different ways to access your home's equity and score big with your home-improvement projects:

- 1. Take out a Home Equity Loan.** This is a good option if you want to keep your existing mortgage and prefer to receive the cash in a lump sum. It's also great if you need the money for a one-time event and prefer the security of a fixed-rate loan. The interest rate is generally higher than a HELOC (see below) of the same amount; however, you have the security of a fixed rate. Plus, the interest may be tax deductible for loan amounts up to \$100,000.<sup>1</sup>
- 2. Open a Home Equity Line of Credit (HELOC).** HELOCs are a great option if you want to keep your existing mortgage and prefer the flexibility of accessing cash as you need it.

Because you will not pay interest on any of the money until you withdraw it, the rate is adjustable and your monthly payments will change with the market. The interest may be tax deductible for loan amounts up to \$100,000.<sup>1</sup>

- 3. Do a cash-out refinance.** If you've built a lot of equity in your home and want to refinance your entire mortgage, a cash-out refinance is a great option. You may also take advantage of a lower mortgage rate and get extra cash in hand.

Your friends at CU SoCal

<sup>1</sup> Consult your tax advisor.



## The Value of Membership.

Ryan joined CU SoCal a year ago at the recommendation of his co-workers at Rio Hondo College. He immediately benefited from being a Member-Owner. CU SoCal's loan rates were lower, and Ryan no longer had to pay a recurring monthly checking account fee like the one required by his former financial institution. Plus, Ryan was quickly

approved for a small personal loan to help improve his credit score. Now, Ryan has joined his co-workers in referring other Rio Hondo colleagues and students to CU SoCal. "Whenever I see someone take out another bank's debit card, I can't help but share the value of Membership at CU SoCal and the friendly, understanding service I receive."

## Soak Up The Savings.

**1.99%**<sup>2</sup>  
APR  
12 month intro rate



Transfer your balances and lower your rate with a CU SoCal Visa® Credit Card.

- 1.99% promo APR for 12 months on balance transfers<sup>2</sup>
- No transfer fee, no annual fee, no cash-advance fee
- Credit lines up to \$30,000

Apply today at [CUSoCal.org](http://CUSoCal.org) or call 866.287.6225.

<sup>2</sup> APR=Annual Percentage Rate. Offer valid on non-CU SoCal balances. Amount is limited to your approved credit line. Promotion balances will be at 1.99% fixed promo APR for 12 months with a corresponding monthly periodic rate of .166% from the date they are posted. After promo, rate will change to a non-variable rate as low as 10.90% APR. Promo rate may be terminated on accounts delinquent 60 days or more. Offer subject to change.

## Consolidate bills. Renovate. Pay for an education...

Whether you start the year with a new project, wish to consolidate bills, or get that much needed new roof, a Home Equity Line of Credit (HELOC) gives you access to money when need it. Apply today at [CUSoCal.org](http://CUSoCal.org) or call 800.698.7196.

No points. No fees. No up-front costs. No appraisal fee.

**1.99%**<sup>3</sup>  
APR  
12 month intro rate | **3.50%**  
APR - **4.50%**  
APR  
rate after 12 months

<sup>3</sup> APR=Annual Percentage Rate. The introductory discounted 1.99% APR (intro rate) is fixed for the first 12 months (365 days), after which it will convert to the current prime rate plus margin or the floor rate, whichever is higher, and will be variable and subject to change quarterly. Limited to one promotional rate per property. Does not apply to subsequent credit limit increases or refinances. The fully indexed rate (index plus the Margin) may adjust quarterly. The minimum interest rate is 3.50% APR and the maximum interest rate is 16% APR. APR is based on loan amount and Combined Loan-to-Value (CLTV). Intro 1.99% APR is available on one California property and does not apply to subsequent credit limit increases, refinances, and previous or existing CU SoCal HELOCs. A \$10,000 immediate draw is required upon opening. CLTV may not exceed 90%. Member does NOT pay lender costs. Early closure cost reimbursement may apply—if the HELOC is closed within 36 months of the open date, the Member will reimburse CU SoCal all third party costs incurred as disclosed in the final closing disclosure. Maximum loan amount is subject to credit qualification and appraised property value. Members must credit qualify. Offer subject to change. NMLS #45478



# Annual Meeting

We invite you to join us for cookies, coffee, and to hear credit union highlights from our President/CEO.

**Tuesday, March 28 at 4 p.m.**

Brea Community Center, 695 E. Madison Way

**RSVP by March 24**

Email [RSVP@CUSoCal.org](mailto:RSVP@CUSoCal.org), visit [CUSoCal.org](http://CUSoCal.org), call 562.365.1882, or 866.287.6225 toll-free.

# Celebrate the Difference Sweepstakes Winners

Thank you for sharing your CU SoCal story! Congratulations to \$1,000 Grand Prize winner, Sandy Lopez, and to Go-Pro winners, Eddie Perea, Brian Merry, Erik Bautista, and Frank Salas.



## March Auto Sale

Looking for that special car? Stop by the auto sale event at the Irwindale Speedway, 500 Speedway Drive.

**Saturday, March 18**—9 a.m.-6 p.m.

**Sunday, March 19**—10 a.m.-5 p.m.

## New Branch Location

Welcome new Members of United Financial Credit Union! With this merger, we've added a new branch location in Whittier at 9925 Painter Avenue.



I had a serious issue with a company overcharging me more than a thousand dollars. CU SoCal worked with me to get the issue quickly resolved. I recommend them!

—Katie S., Brandon, FL



CU SoCal was welcoming, answered our questions, and quickly approved our car loan. Now we have a beautiful new car at a fantastic rate. Every time we visit the credit union, we feel like family.

—Stephanie G., Anaheim

# Workshops

Complimentary and Open to the Community.

## BUYING A HOME

**Tuesday, January 10** | 6:30-8 p.m.

Whittier Community Center, 7630 Washington Ave.

**Tuesday, February 14** | 6:30-8 p.m.

Fullerton Library, 353 W. Commonwealth Ave.

**Tuesday, March 14** | 6:30-8 p.m.

Newport Beach Library, 1000 Avocado Ave.

## NEW—WEBINAR<sup>1</sup>

### PLASTIC SURGERY: GETTING OUT OF DEBT

**Tuesday, January 10** | 10:30-11:30 a.m.

**Thursday, January 19** | 5:30-6:30 p.m.

Registration link (type in browser): [bit.ly/2fiY15N](http://bit.ly/2fiY15N)

<sup>1</sup>Visit [CUSoCal.org](http://CUSoCal.org) throughout the year for added webinars.

## DRIVE AWAY HAPPY: CAR-BUYING DECISIONS

**Wednesday, January 25** | 6:30-8 p.m.

Fullerton Library, 353 W. Commonwealth Ave.

## BUILDING A BETTER BUDGET

**Wednesday, February 22** | 6:30-8 p.m.

Fullerton Library, 353 W. Commonwealth Ave.

## FINANCIAL PLANNING 101—CREATE A FINANCIAL PLAN<sup>2</sup>

**Wednesday, March 15** | 6:30-8 p.m.

Whittier Community Center, 7630 Washington Ave.

## RSVP

Visit [CUSoCal.org](http://CUSoCal.org)

Email [WorkshopRSVP@CUSoCal.org](mailto:WorkshopRSVP@CUSoCal.org)

Call 562.365.1882

<sup>2</sup> 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. The credit union has contracted with CFS to make non-deposit investment products and services available to credit union Members.



# Contact Us

## TELEPHONE SERVICE CENTER

Monday-Friday	9 a.m.–6 p.m.
Saturday	9 a.m.–1 p.m.
Local	562.698.8326
Toll-free	866 CU SoCal (866.287.6225)
Website	<a href="http://CUSoCal.org">CUSoCal.org</a>
Email	<a href="mailto:info@CUSoCal.org">info@CUSoCal.org</a>
Mobile Banking	<a href="http://m.CUSoCal.org">m.CUSoCal.org</a>
Find ATMs	Text location to 692667

## HOLIDAY CLOSURES

New Year's Day Observed	Monday, January 2
Martin Luther King Jr. Day	Monday, January 16
President's Day	Monday, February 20

## GROWING TO SERVE YOU BETTER

Members	91,849
Loans	\$550,895,906
Assets	\$1,169,551,494

FINANCIAL HIGHLIGHTS as of November 30, 2016



Federally insured by NCUA



@CUSOCAL