

# KEYPOINTS

Winter 2019

## President's Message



### HAPPY NEW YEAR!

As we turn the page on last year and welcome 2019, I want to wish you and your family a happy, healthy year ahead from all of us at KeyPoint Credit Union.

I recently came across a quote by Helen Keller that made me think of our mission at KeyPoint: "Alone, we can do so little. Together, we can do so much." The potential of what we can achieve together is at the heart of everything we do — from the financial solutions we offer, to the community involvement and support we provide.

Last year, we continued to develop more ways to help members achieve their goals — like The Home Possible Loan to help you buy your dream home with as little as a 3% down payment. We also raised the yields on our Savings Accounts to help your savings earn more and grow faster.

Outside the credit union, we worked together to support the communities where we live:

- We created a Relief Assistance Program to help those members impacted by the fires in Goleta and Northern California. Additionally, employees of KeyPoint contributed to a fund organized by Sierra Central CU.
- We participated in The Walk to End Alzheimer's and we donated a percentage of all KeyPoint Debit Card fees to the Alzheimer's Association.

As you start working toward your new year resolutions and goals, remember we're here to help. Whether you want to buy a home, finance a car, or start saving for college or retirement, count on KeyPoint for the guidance and solutions you need to make it happen. Together, we can do so much.

### Talk to Brad

Give our CEO Brad Canfield feedback at [talktobrad@kpcu.com](mailto:talktobrad@kpcu.com)

T. Bradford Canfield  
President & CEO

## Unlocking your Home's Value

You can leverage your home equity value to consolidate high interest credit card debt, pay for home improvement, cover college tuition, take a vacation or pay medical bills! KeyPoint's home equity lines and loans give you access to the money you need while securing a low rate with no annual fees or early termination fees.

- Choose our **12 month** low, introductory fixed rate HELOC
- Or, choose a low fixed rate for the first **3 years**
- After the initial fixed period, you receive a variable rate as low as Prime
- Pay no annual fees or early termination fees
- May be tax-deductible — check with your tax advisor

12 MONTH  
INTRO RATE  
AS LOW AS  
**3.75%**  
APR<sup>1</sup>

3 YEAR  
INTRO RATE  
AS LOW AS  
**5.25%**  
APR<sup>1</sup>

Visit [kpcu.com/heloc](http://kpcu.com/heloc) or call our Mortgage Hotline at (877) 888-9634.

## Earn more with our Premier Money Market Account

### Requirements are:

- \$10,000 minimum opening balance
- New money only – cannot be funded with money already deposited in a KeyPoint account
- Always available – no time commitment

**1.66%**  
APY<sup>2</sup>  
**YOUR MONEY  
EARNS MORE  
AT KEYPOINT**

Open now at [kpcu.com/open](http://kpcu.com/open) or visit any KeyPoint branch.

<sup>2</sup>APY = Annual Percentage Yield. Rates as of 12/12/2018 and are subject to change.

<sup>1</sup>After Introductory Period for Fixed Rate, rate is variable, based on Prime Rate as published in The Wall Street Journal Money Rates Table ("Index") plus 0%. Your rate may be higher depending on your credit score at time of application. Equity lines are available for owner-occupied single-family, townhomes, condominiums (subject to additional restrictions) and 2-unit properties (1 unit must be owner-occupied). The lowest rates as shown require (a) \$25,000 minimum line amount, (b) 75% or lower loan to value (LTV)/combined loan to value (CLTV) ratio, (c) automatic loan payments from a checking account, and (d) a minimum credit score of 760. The floor rate is equal to the Index published at time of loan application. The lifetime maximum variable APR is 16.00%. Equity lines have a 10-year draw period and a 20-year repayment period for a total term of 30 years. Interest only payments during 10-year draw period. Fees to establish an equity line typically range from \$680 - \$1,185. Equity lines are subject to an Automated Valuation Model including a property drive-by ("AVM") indicating an acceptable confidence score of 80 or higher. Should the AVM indicate an unacceptable confidence score or otherwise be unacceptable to an Underwriter, the member can choose to pay for a full appraisal. Line amounts above \$250,000 and/or above 75% LTV/CLTV require a full appraisal instead of an AVM. The fee for a full appraisal typically ranges from \$525 - \$750. An appraisal may be subject to additional fees for certain property characteristics, including but not limited to, acreage, large home size, waterfront and/or additional amenities. No annual fee or early termination fee. All loans subject to credit approval. Rates and terms subject to change without notice. Maximum line amount is \$500,000 and maximum cash in hand is \$250,000.

# Meet the KeyPoint Team



**Q & A with Larry Scofield**  
VP, Corporate Administration

## Tell us about your role at KeyPoint.

My team and I wear a lot of different hats. We manage all the moving parts that keep the credit union running smoothly every day — from servicing the ATMs across the enterprise,

managing vendors, to maintaining our fleet of printers/copy machines and handling inventory of checks and certificates.

## What are some of your priorities?

The safety and security of our members and their finances is our top priority. We work to protect members' physical safety and security by ensuring that all our facilities are ADA compliant and prepared for any type of emergency.

*"Our team may be small, but we're mighty — mighty experienced, mighty efficient and mighty committed to serving the Members."*

## What has kept you at KeyPoint for 18 years?

Working for an organization with a singular purpose: improving the lives of its members. In addition to supporting all the financial services we provide, I like being part of the extra things KeyPoint does — like our annual Pre-Owned Car Sales and our Community Learning Center events (that provide free financial education to help members make smart financial decisions). Seeing how all the work we do to help KeyPoint members reach their goals in life is a great feeling.

## Holiday Observances



**Jan 1:** New Year's Day

**Jan 21:**

**Feb 18:** President's Day

Martin Luther King Jr. Day

## Upcoming Seminars & Events



### Jan 24 Concentrated Portfolio Risk Seminar

6pm—8pm at KeyPoint's Community Learning Center  
2805 Bowers Avenue, Santa Clara, CA

### Mar 2-3 Enterprise Car Sale

4517 Stevens Creek Blvd, Santa Clara, CA

## FREE Seminar: Concentrated Portfolio Risk\*



**When** 6:00pm - 8:00pm  
Thursday, January 24, 2019

**Where** KeyPoint Credit Union's Community Learning Center  
2805 Bowers Avenue, Santa Clara CA 95051

**Details**

- Understanding concentrated portfolios
- Is your portfolio too concentrated?
- Ways to manage the risk of a large position

**Plus** Light snacks and refreshments

To learn more, please visit [kpcu.com/events](http://kpcu.com/events)

\*Securities offered through Securities America, Inc., Member FINRA/SIPC. Financial Advice & Investment Advisory Services offered through PFG Advisors, a Registered Investment Advisor (RIA). PFG, PFG Advisors, KeyPoint Credit Union, KeyPoint Financial Services, Securities America, Inc., and Protective Life Insurance are separate entities.

Not NCUA Insured | No Credit Union Guarantee | May Lose Value

## Volunteer Leadership Opportunities at KeyPoint



The volunteers who serve on KeyPoint's Board of Directors and Supervisory Committee are elected from the membership. If you are interested in learning more about these volunteer positions that help guide KeyPoint's success, please contact KeyPoint President Brad Canfield at [talktobrad@kpcu.com](mailto:talktobrad@kpcu.com).

**KeyPoint's Annual Membership Meeting** will be held **Thursday, April 25th 2019, at 5:30 pm** in KeyPoint's Community Learning Center (2805 Bowers Avenue, Santa Clara, CA). You can reserve your seat by calling **(408) 731-4197**, or send an email to [rsvpannualmeeting@kpcu.com](mailto:rsvpannualmeeting@kpcu.com). Refreshments will be served.

## Sprint Discounts



Register for **Sprint Credit Union Member CASH REWARDS!**

**\$100 reward card\*** for every new line activated

For details, see [kpcu.com/sprint](http://kpcu.com/sprint)

\*Limitations apply.



## What Members are Saying



**Antoinette C.** - Bowers Member since 2012  
*"It's like working with family. They kept tabs on my account when I was on vacation."*

[kpcu.com](http://kpcu.com)

