

Spring 2024

KEYPOINTS

A publication for Members of KeyPoint Credit Union

President's Message

The weather's warming, the birds are chirping and the flowers are blooming. Thank goodness for Spring! Other good news is that many analysts believe the Fed will reduce the federal funds rate in 2024. While lower interest rates may bring relief for borrowers, it could lead to earning less on your savings. Before it's too late, be sure to lock in a great rate by opening a 5-Month or 12-Month Certificate!

We're introducing new Mobile* and Online Banking features to help you manage your accounts easily. Soon, you can dispute a transaction and track the status from any device. We're also streamlining our credit card account services so you can pay your bill and view your spending history all in one place.

Be sure to mark your calendar for our Annual Membership Meeting, which will be held virtually on April 25th. Hear directly from me and board chair Gary Garcia on the state of your credit union and new developments coming your way. I hope you can join us!

*Mobile carrier rates may apply.



T. Bradford Canfield
President & CEO

Send feedback to
talktobrad@kpcu.com

Annual Membership Meeting

KeyPoint's Annual Membership Meeting will be held online on:

Thursday, April 25 at 5:00 pm

You can reserve your seat by calling **(408) 731-4197** or emailing rsvpannualmeeting@kpcu.com. Details for participation will be sent to you in April.



Get Out of the Park Savings!

12-MONTH
CERTIFICATE

4.95%
APY¹

5-MONTH
CERTIFICATE

4.75%
APY¹

And when you open with
\$50,000 or more at any
KeyPoint branch, we'll give
you a **Baseball Coin Bank!**²



- **Guaranteed Returns**—Lock in a great rate with a term that works for you.
- **No Risk**—Achieve your savings goals on time with no risk of market variability.
- **Safe**—Your money is federally insured by the NCUA.

Open at any branch—see kpcu.com/locations.

Good for IRA Accounts, too!

Take advantage of our best rates in years by making your **2023** and **2024 IRA contributions** with a 12-Month IRA Certificate. The contribution limit is \$6,500 (\$7,500 for those 50 and older) from income earned in 2023 and \$7,000 (\$8,000 for those 50 and older) from income earned in 2024.³

Earning lower rates someplace else? Save more by transferring your IRAs to KeyPoint!

Visit a branch to contribute to your IRA—see
kpcu.com/locations.

¹APY=Annual Percentage Yield, available as of 4/1/2024 and subject to change without notice. \$1,000 minimum opening balance. New money only—this certificate cannot be funded with money already in a KeyPoint account. Early withdrawal penalties may apply. ²To receive a coin bank, you must deposit a minimum \$50,000 (in either 5-Month or 12-Month Certificate), in-person, at any KeyPoint branch. One coin bank per member/account and supplies are limited. ³May contribute to an IRA if you have earned income. KeyPoint Credit Union does not provide tax advice. Consult your tax advisor regarding your situation.

Golden Rules for Financial Peace

Here are several tips to help you pursue financial peace.*

01

Every Penny Counts

No matter if you're close to retirement or just opened a Savings account, start planning today. By building a safety net, you are better protected from the unexpected and can work towards your long-term goals.

02

Prioritize Yourself

While day-to-day expenses can make saving a challenge, investing regularly in your future goes a long way. By saving early, your money can grow with interest over time. A good place to start is your retirement accounts, like 401(k) or IRA.

03

Long-Term Gains

Instead of a quick buck, think long-term. A long-term retirement strategy can provide steadier growth and help you ride out the market lows until your investment recovers.

04

Diversify Your Portfolio

As a rule of thumb, diversification is a smart strategy because it spreads your money across different investments, mitigating the risk of sudden market changes.

*All investing involves risk, including loss of principal. No strategy assures success or protects against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk.

Meet the Wealth Management Team

Mona Boomer

Wealth Management Program Manager



What is your role?

I manage the Financial Advisors with KeyPoint Financial Services.* As a team, we work together to provide holistic financial planning services for Members. My day-to-day consists of connecting with Members, reviewing growth data and scheduling meetings for our Advisors.

What's the best financial advice you've received?

The most important piece of financial advice is to start investing at a young age. It's also important to seek guidance from a Financial Advisor; there are strategies and instruments you may not learn about otherwise.

What is your favorite book or movie and why?

My favorite movie is *Beaches*. I love the heartwarming story and music. And the beach feels like home to my soul.



KeyPoint
Financial Services

Natasha Escareno, LPL Financial Advisor, and Gregory Peebles, LPL Financial Advisor, will apply their many years of experience into designing a wealth management strategy for your individual needs and situation.*



Natasha Escareno



Gregory Peebles

To schedule an appointment with Natasha or Gregory, contact **Mona Boomer** at (408) 731-4298 or mboomer@kpcu.com.

*Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. KeyPoint Credit Union and KeyPoint Financial Services are not registered as a broker-dealer or investment advisor. Registered representatives of LPL offer products and services using KeyPoint Financial Services and may also be employees of KeyPoint Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from, and not affiliates of, KeyPoint Credit Union or KeyPoint Financial Services. Securities and insurance offered through LPL or its affiliates are:

NOT INSURED BY NCUA OR ANY OTHER GOVERNMENT AGENCY

NOT CREDIT UNION GUARANTEED

NOT CREDIT UNION DEPOSITS OR OBLIGATIONS

MAY LOSE VALUE

Your Credit Union ("Financial Institution") provides referrals to financial professionals of LPL Financial LLC ("LPL") pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for advisory services. Please visit <https://www.lpl.com/disclosures/is-lpl-relationship-disclosure.html>.

Holiday Observances

May 27 | Memorial Day

June 19 | Juneteenth

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KEYPOINT
CREDIT UNION
Next Generation Neighborhood Banking