

# KEYPOINTS

Winter 2018



## Happy New Year from all of us at KeyPoint!



Our wish for you and your family is continued abundance and prosperity in the year ahead—and we're committed to helping you reach your goals for 2018 with our personal service and wide range of financial solutions.

Throughout 2017, our focus was on delivering more convenient ways to help you manage your money—like our KeyPoint Mobile Banking app enhancements. We added technology that allows you to check your FICO® Score, apply for a checking, savings or loan account, and schedule an appointment with a Financial Advisor. We also completely overhauled our Online Bill Pay system—making it easier to pay bills, manage payments and make Pay-A-Person (P2P) payments anytime, anywhere with your computer, smartphone or tablet.

A big highlight of last year was the launch of our new Visa Platinum Cash Rewards Card—with unlimited 1.5% cash back on purchases, no annual or foreign transaction fees, and the same low APR for purchases, balance transfers and cash advances. It's designed to provide members with a smart way to pay for everyday expenses and earn cash with every purchase. Plus, we added two special offers to make it even more rewarding: 0% APR on all purchases for the first nine months, and a \$100 statement credit on the first \$500 of purchases made within the first 60 days.

This year, we'll continue our focus on bringing you more convenience, innovation and speed. And we'll also keep the spotlight on rates—bringing you some of today's highest yields on Certificates and savings accounts, and rock-bottom low APRs on mortgage, home equity, auto, and personal loans.

### Talk to Brad

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

While the economic outlook may feel uncertain, there's one thing you can be certain of: KeyPoint Credit Union is here for you with

the financial guidance, education, tools and solutions you need to reach your goals—whatever they may be.

T. Bradford Canfield, President & CEO

## Get ready for tax time

April will be here before you know it. Get a head start on your planning by meeting with a KeyPoint Financial Advisor.\* Our team of licensed professionals at KeyPoint Financial Services will help you evaluate your goals, and develop a plan to reach them that can include tax reduction strategies, retirement planning, investment management, financial planning and wealth management.



### Schedule an appointment today

Meet with a Financial Advisors for a no-fee, no-obligation consultation. Call Mona Boomer at **408-731-4298**.

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

\*Registered representatives offer securities through Securities America, Inc., Member FINRA/SIPC. Financial Advisors offer Advisory services through PFG Advisors. KeyPoint Financial Services, KeyPoint Credit Union, PFG Advisors, and Securities America are separate entities. Securities America and its representatives do not provide tax or legal advice.

## Maximize your savings with our great rates

Whatever you're saving for, we can help you reach your goal faster with a KeyPoint CD. It's the smart way to maximize your savings—and get a guaranteed rate of return that's higher than a savings account. All it takes is an opening deposit of \$1,000 to get started.

**12 Month Certificate 1.0551% APY\***

**24 Month Certificate 1.3588% APY\***

Apply or learn more at [kpcu.com/cd-special](http://kpcu.com/cd-special).

Call **(888) 255-3637** or visit any branch.

\*A penalty may be imposed for withdrawals before the maturity of a certificate: Terms less than or equal to 12 months may have a penalty equal to 90 days of dividends on the amount withdrawn; Terms greater than 12 months may have a penalty equal to 180 days of dividends on the amount withdrawn. Average Percentage Yield (APY) is 1.0551% for 12 months and 1.3588% for 24 months as of 12/15/2017. Rates subject to change. The stated APY assumes principal and interest remain on deposit for the term of the certificate. Interest is compounded monthly. For full details see the Truth In Savings Disclosure at [www.kpcu.com](http://www.kpcu.com). Early withdrawal penalties may apply.

## Meet the KPCU Team Q & A with Eric D. Nelson, AAP, NCP, Account Operations Manager



### Tell us about your role at KeyPoint.

"As Account Operations Manager, I supervise the processing of all incoming and outgoing payments including checks, Automated Clearing House (ACH) transactions, domestic and foreign wires, ATM and remote deposits.

We typically have 10,000+ payment transactions running through our various payment channels every day."

### What has kept you at KeyPoint for 15 years?

"It's hard to make change happen in large organizations like the big banks. At KeyPoint, if we see something a member needs, we can do the right thing and make it happen sooner rather than later. Case in point, we had a member with a credit card problem the day before a trip to Europe. One of our Operations team members personally drove a new card to the member's home in Alameda that night. That's not something you find at the big banks. **I like working at a company that's focused on the wellbeing of its members—that makes me proud.**"

### What's happening in the payments industry?

"A lot. Over the last two years, I've been on the Federal Reserve Faster Payments Taskforce. It has been exciting to work with banks, card processors and other credit unions across the U.S. to make electronic payments faster and more convenient. We'll be seeing changes and new developments in the months ahead as our Taskforce proposals are put into motion by technology companies."

### How come we don't hear much about the Operations Team?

"We like to think of ourselves as linemen on a football team. If we're doing our jobs well, we're invisible. Because if you're visible, that means something has gone wrong. We strive to be the stealth, silent force that keeps the thousands of payments sent and received every day at KPCU running like clockwork."

## Mark your calendar

The KeyPoint Annual Membership Meeting will be held on April 26, 2018 at 5:30 pm in KeyPoint's Community Learning Center (2805 Bowers Avenue, Santa Clara, CA). In the meeting, we'll look at our progress and achievements in 2017, and share our plans for what's ahead this year. We'll also have elections for the Board of Directors and Supervisory Committee.

### Reserve your place today

Call **(408) 731-4197** or email [rsvpannualmeeting@kpcu.com](mailto:rsvpannualmeeting@kpcu.com).

Have you considered a volunteer leadership position? Discover how you can actively participate in the future success of KeyPoint. Contact President Brad Canfield at [talktobrad@kpcu.com](mailto:talktobrad@kpcu.com) by January 19, 2018.

## Home loans from a local lender

At KeyPoint, you'll find a complete range of mortgage options to help make your California real estate more affordable—including both fixed-rate and adjustable-rate mortgages, and terms from 10 to 30 years. Plus, we offer cash-out refinances, high-balance loans and jumbo loans up to \$2.5 million. Learn more at [kpcu.com/mortgage](http://kpcu.com/mortgage).



### Call our Mortgage Hotline today at (408) 731-4278

Our home loan specialists are here to help Monday through Friday from 9 am to 6 pm, and Saturday from 9:30 am to 3 pm.

## Knowledge is power

In addition to all the financial products and services available to you at KeyPoint, you can also take advantage of free educational seminars—designed to help you plan wisely for the future and make the most of your finances. Here are a few coming up:

### Smart Estate Planning Seminar

February 22, 2018 from 6–8 pm

Speaker: David J. Brazgel, Attorney at the Mlnarik Law Group

Learn how to:

- Protect your family and assets with the right estate plan for your needs
- Understand estate planning fundamentals, including the four most important documents
- Ensure a smooth transition and fewer taxes for your heirs

### Real Estate Seminar: The Advantages of a 1031 Exchange

March 1, 2018 from 6–8 pm

Speaker: Ron Ricard, VP at Investment Property Exchange Services, Inc.

Learn how a 1031 exchange can:

- Provide one of the best strategies for preserving the value of real estate investments
- Defer capital gains that would otherwise be incurred on the sale of investment property
- Allow you to use all the equity from the property you're selling to purchase substantially more replacement property

All seminars are held at the KeyPoint Community Learning Center at 2805 Bowers Avenue, Santa Clara, CA.

**Enroll today at [kpcu.com/events](http://kpcu.com/events).**

## Holiday Observances

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

Jan 15: **Martin Luther King Jr. Day**

Feb 19: **President's Day**



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