

## Home Equity LOAN or LINE



For one-time need  
HOME EQUITY LOAN

**5.75%** Fixed Rate  
apr †

Up to 60 months, no closing costs, \$5,000 minimum

For one-time and ongoing needs  
HOME EQUITY LINE OF CREDIT

**5.00%** Variable Rate  
apr †

Up to 15 years, no closing costs, \$15,000 minimum

If your home needs repair...you have outstanding debt at higher interest rates...you need to finance a college education or some other big expense...a CFCU Home Equity Loan or Line of Credit is a smart choice!

This type of financing allows you to take advantage of the equity you've built up in your home. Our Home Equity products feature low rates and the interest paid on your loan is usually tax deductible.\*

It's never been more important to work with a financial institution you know and trust. So stop by any office of CFCU or call 607-257-8500. We'll make sure you get the right financing for your individual needs and situation.

\*Consult your tax advisor for details.

†APR = Annual Percentage Rate. Rates good through 6-30-09. To earn special rate you must have or open a Premiere Checking account with autopay. No refinances of CFCU loans allowed. No closing cost with 3-year recapture. For Home Equity Loan: 85% maximum loan-to-value, owner occupied only. Payment per \$1,000 at 5.75% for 60 months = \$20.93. For Home Equity Line of Credit: 80% maximum loan-to-value. Maximum term 15 years.

## Real service starts with real people.



Our call center team:  
Shannon Holcomb  
Candy Hawker  
Erica Standish  
Joshua Beane  
Becky Jordan  
Deborah Burlingame  
Lauri Rosetti  
Sally Wright  
Leigh Alo  
Mary Scott

Meet our call center representatives. When you call CFCU, you'll likely speak with one of them first. Their job is to answer your specific questions and provide you with the information you need about our products and services.

We're proud of the job they do! To be effective, they must possess a broad range of knowledge and be able to think on their feet, all while providing extra-friendly advice and service. Speaking to a real person may seem like a little thing, but we know it makes a difference—because you tell us. In fact, our members have told us on numerous occasions they like the way our call center representatives know exactly how to help or who can help.

So instead of having to "press 3 now" for answers about your hard-earned money, you get fast, friendly answers from real people. It doesn't matter that it's a little thing. At CFCU, what matters is **It's a people thing!®**



## Local people speak out about unfair credit card practices

The public is increasingly fed up with high credit card rates and the unfair business practices some of the larger banks and credit card companies use to get in their pockets. These sentiments came through loud and clear when CFCU asked consumers on the Ithaca Commons their opinions about credit card rates and practices. Here is a sampling of what we heard:

*"They randomly jack up the rates whenever they feel like it."*

*"I don't like what the credit card industry is doing to everybody. People are paying their credit card bills, the banks raise their interest rates to 30%...that does not make sense to me!"*

*"It's ridiculous! It's almost like usury. That was outlawed a few centuries ago and I think it should be again. To introduce something at 9 or 10 percent, and then suddenly, it's 23 or 25 percent, it's just ridiculous, criminal!"*

*"What I'm getting nailed on are fees. They not only cranked up my fees, but cranked up my rate. They backed up my due date so they could make me late again, and cranked up the rate again."*

### Maybe it's time to switch to CFCU

Our Classic or Platinum Visa® Credit Cards feature low rates, low or no fees and other benefits with no strings attached, no surprises down the road! And if you're carrying a heavy balance from another lender, transfer that balance to CFCU and save! For the entire life of the transfer, you'll pay a low **9.79% APR\***. Find out more at any branch, by calling 607-257-8500, or logging on to [www.myfcu.com](http://www.myfcu.com).

\*APR = Annual Percentage Rate. 9.79% Annual Percentage Rate is good for the life of the transfer from another credit card only. Balance transfers will be treated as cash advances according to the terms set forth in the CFCU VISA Credit Card Agreement. All other terms of the CFCU VISA Agreement continue to apply.

## REASON #2

*Why your bank should be a credit union...*

### #1 Great Mortgages!

Start with lower rates and no closing costs. Add lots of options, same-day approvals on most loans, more ways to apply (including online) and a helping hand throughout the process, and it's no wonder we're the **#1 residential mortgage lender** in the Tompkins/Cortland area!\*

\*CFCU is the #1 mortgage lender in Tompkins and Cortland Counties, based on recorded residential mortgage dollars in the combined two-county area in the 2008 calendar year.



1030 Craft Rd.  
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[www.myfcu.com](http://www.myfcu.com)



## In tough times financial literacy is key

The more consumers know about finance, the more likely they will be to make smart choices about their financial futures. Yet according to the 2009 Consumer Financial Literacy Survey, 41% of adults 18 and older say they would give themselves a C, D, or F when it comes to financial literacy. Among the other findings, 26% admit to not paying all their bills on time; 32% report they have no savings; and 33% say they do not put any part of their income aside for retirement.

If these results were applied to the general population, it would mean that over 58 million adults do not pay their bills on time, 72 million have no savings, and more than 74 million do not put any part of their income toward retirement.

In today's tough economic environment, educating consumers about wise money management is critical and one of the Credit Union's ongoing priorities. From our free credit counseling service to our "Home and Family Finance Center" at [www.myfcu.com](http://www.myfcu.com) with educational articles on all manner of financial topics of interest, and our people helping people style of doing business, we continue to do what we do best: help people in times of need! Just give us a call at 607-257-8500 if you have any questions or concerns about managing your money.

## Wealth Management

Located at CFCU Community Credit Union

### Attention—If you've been laid off or changed jobs, we should talk!

If you or someone you know has been laid off or changed jobs, it may be a good idea to have us review your 401(k) or other retirement plans. There are several strategies you can consider including: rolling over your retirement plan to an IRA for more control, making sure your beneficiary designation is set up correctly, and even receiving distributions before reaching age 59½ if needed. Please call to schedule a review session at your earliest convenience. We look forward to helping you.

**All consultations are free!**  
**Call 607-257-3282, ext. 299**  
**Or 800-428-8340, ext. 299**

1050 Craft Road

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