

April 2019

# Update

A publication exclusively for our members

**FirstFlorida**  
CREDIT UNION

Enriching People Every Day.®

[www.firstflorida.org](http://www.firstflorida.org)

Jacksonville  
St. Johns  
Orange Park  
Doral  
Pembroke Park  
Orlando  
Tallahassee  
Raiford

Applying for a Loan  
is as **Easy** as  
**1,2,3**

Online application at  
[www.firstflorida.org](http://www.firstflorida.org)



Apply by phone –  
call (800) 766-4328, ext. 1  
In Jacksonville –  
(904) 359-6800, ext. 1



Apply in person  
at any branch location



Let a First Florida Home Equity Line of Credit

## UNLOCK YOUR HOME'S *potential*

### FIRST FLORIDA HOME EQUITY LINE OF CREDIT

The equity you've built in your home is the key to accessing money that can cover your child's college education, make home improvements or repairs, pay off credit cards, and more.

**Get up to \$500 for Closing Costs\*!**

**Introductory APR as low as 2.99% for 12 Months\*  
Afterwards, Variable APR as low as 5.50%**

- Streamlined processing
- 20-year term with a 10-year draw period
- No escrow account required

**Apply Today!**

Call (800) 766-4328, ext. 1 [in Jacksonville (904) 359-6800, ext. 1]; visit [www.firstflorida.org](http://www.firstflorida.org); or stop by any branch.

\*APR=Annual Percentage Rate. The introductory APR will remain in effect for 12 months. Introductory APR is not based on the index and margin used for later rate adjustments. The maximum introductory APR is 7.49%. The introductory APR you receive is based on your individual credit history and Combined Loan to Value (CLTV). After the introductory period, your APR will be based on Prime Interest Rate published in The Wall Street Journal (the index), plus or minus a Margin. As of December 19, 2018, the Prime Rate in The Wall Street Journal is 5.50%. The Margin ranges from 0% to 4.50% and is based upon applicant's individual credit history and CLTV. The APR will never be more than 18% or the maximum permitted by law, whichever is less. However, the APR will not be less than 5.50% (the floor). All balances will accrue interest at a variable APR, which can adjust on the first day of each month—based upon the Prime Rate published in The Wall Street Journal 10 days prior to adjustment date. There is no limit on the amount by which the APR can change during any one year period. A \$10,000 minimum initial advance is required at closing. Loan and credit line are subject to credit approval, documentation, and security requirements. Closing costs are estimated to range between \$350 and \$1,200. Upon request, we will provide an itemization of the costs. Property insurance is required, including flood insurance if applicable. Applies only to owner-occupied primary residences located within the state of Florida. All terms are subject to change without prior notice. The minimum line of credit is \$10,000 and the maximum is \$250,000. For single-family detached homes, the maximum Combined Loan to Value (CLTV) is 80% of appraisal value, less existing first mortgage balance. For attached townhomes and condominiums, the maximum CLTV is 70% of appraisal value, less existing first mortgage balance.

† First Florida will pay closing costs up to \$500 or 1% of the credit line, whichever is less. Good only for standard, actual closing costs. Offer does not apply to mortgage loans already financed by First Florida and is subject to change or can be withdrawn at any time without prior notice.





## Message from Brent E. Lister, First Florida Credit Union President and CEO

We often say, "What gets measured and tracked, gets accomplished." Measuring and reporting ensure that First Florida makes the right decisions that help us provide superior products and services to our members. Accurate

information gives First Florida the ability to consistently offer our members a better way to bank.

At our Annual Meeting on February 22, we were pleased to announce the substantial growth and financial success of 2018. Assets grew by \$59.8 million to a total of \$930.3 million, and our loan portfolio grew significantly by \$114 million.

We ended the year with a net worth ratio of over 15.41%, well above the 7% which NCUA considers to be a well-capitalized credit union. The net worth ratio is a measure of the capital strength of a credit union (retained earnings divided by total assets). A strong capital position is what allows a credit union to continue to invest in projects that provide value to its membership.

As we continue to grow smart, we challenge ourselves to be forward thinking, evaluating new technologies and trends, while staying true to our core values. Though we have adopted important technological features that provide value and convenience to our members, we also remain focused on maintaining a high level of member satisfaction through personalized service.

In fact, each year all staff undergo training to ensure we are consistently providing a level of service our members can look forward to and rely on. Whether you choose to call, email, or stop by, you will receive the same level of outstanding service across the board.

By maintaining a high level of service, we know our members are more apt to refer their friends and family. This is a large part of how we grow. As a thank you to our loyal members, we have increased the incentive for our member referral program, Pays to Share. You'll find more program details on page four of the newsletter.

We're happy to say First Florida continues to grow! We're excited to announce a new branch is coming soon to the Mandarin area of Jacksonville, located at 11467 San Jose Boulevard, Suite 2. The new branch will be equipped with drive thru lanes and a drive up ATM. Additionally, members will be able to utilize our coin counting machine to avoid rolling coins or paying the service fee often charged at stores.

The new location is scheduled to open late spring with a grand opening soon to follow. A formal announcement will be made as we draw closer to its opening. Branch expansion allows the credit union to enter markets that provide opportunities for new member growth, while better serving existing members.

Historically, our lending products have provided strong solutions for our members. From supporting the experience and excitement of buying first cars and first homes to helping members navigate challenging times, we strive to provide value every step of the way. We appreciate our members choosing us for their loan needs.

Now that spring is officially upon us, you may be thinking of tackling a few home projects. Don't forget to take advantage of our Home Equity Line of Credit (HELOC) to harness your home's value. You can learn more about our HELOC program on page one of the newsletter or by visiting [www.firstflorida.org](http://www.firstflorida.org) or speaking with a representative. When you're ready to make things happen, so are we!

It's also a great time of year to evaluate your spending habits to realign your budget with your savings. We understand how life can sometimes pull our members off track. It's important we offer solutions to meet our members' long-term goals. That's why we not only offer several convenient ways to save, but we also offer retirement and investment planning through First Florida Investment Services. When it comes to finances, you're never alone with First Florida.

We hope you enjoy the beauty of spring and all it has to offer. From your First Florida team, thank you for allowing us to serve all your financial needs.

**– BRENT E. LISTER**

# Claim your no-cost AD&D insurance.

**Add more coverage starting between \$1 and \$1.50 per month.\***



TruStage Insurance Agency

You're entitled to \$1,000 of no-cost TruStage® Accidental Death and Dismemberment (AD&D) Insurance – an exclusive member benefit paid for by First Florida. All you have to do is claim it.

AD&D insurance could be a nice supplement to life insurance and can pay a cash benefit for loss of life, hand, foot, eye, thumb, speech or hearing as a result of an accident.

Simply activate your no-cost AD&D insurance, or add coverage for yourself or your entire family. Acceptance is guaranteed – with no health questions or medical exam.

Don't miss out on this valuable, no-cost benefit of your credit union membership. Claim it now in just three minutes at [TruStage.com/ADD](https://TruStage.com/ADD) or call (855) 301-7979.

\* Cost is between \$1 and \$1.50 per month for every \$10,000 of individual TruStage AD&D Insurance.

TruStage® AD&D Insurance is offered by TruStage Insurance Agency, LLC and underwritten by CMFG Life Insurance Company. The insurance offered is not a deposit and is not federally insured or guaranteed by your credit union. AD&D Base Policy Series E10-ADD-2012 and E10a-014-2012.

ADD-1607683.1



## Save Money, Reduce Debt, & Build Wealth

Inspired by this year's America Saves Week, we are sharing some easy-to-use savings strategies, especially for a tight budget. We find the three largest undertakings for our members is an emergency fund, retirement account, and home-buying costs. No matter your budget, our strategies for saving will help you achieve your goals.

### Emergency Fund

- Establish a savings account specifically for your emergency fund.
- Set up a monthly or bi-weekly automatic transfer through payroll deduction or a recurring transfer from your checking to savings account.
- Start with a small amount and increase it when you're comfortable.

### Retirement Account

- Start as early as you can, even if you're only able to contribute a small amount.
- Contribute monthly and increase your contribution as you're able.
- Enroll and contribute to an employer 401(k) matching program. You'll receive free money from your employer to match your contributions.

### Home-buying Costs

- Establish a savings account specifically for your home-buying costs.
- Decide which expenses you can pause for the next 6 – 8 months, such as subscriptions or memberships.
- If you're able to save more, set up a recurring monthly transfer as well. Start small and increase it as you're able.

The trick to any savings plan is to establish a savings account specifically for your goal, automate your contributions, and be consistent. Always start small and build up as your budget allows. Getting started is the hardest part.

# Women & Retirement

Women may need to employ additional financial strategies to grow and sustain their retirement assets across the decades to make up for time out of the workforce and, in some cases, earnings gender gap. Obviously, one fundamental move would be to start saving and investing for retirement as early as possible – but other, sometimes under-recognized choices may also help women to make more financial progress. Know what you can do to prevent outliving your money.

First Florida Investment Services is here to help credit union members with their financial strategies. You have the opportunity to speak with a financial planner by simply scheduling a meeting in person or by telephone. Call today!

## First Florida Investment Services

(904) 359-6800, ext. 4225

(800) 766-4328, ext. 4225

Not NCUA Insured

May Lose Value

Not Credit Union Guaranteed

\* Securities and advisory services offered through LPL Financial, a registered investment advisor, member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates. First Florida Credit Union and First Florida Investment Services are not registered broker/dealers and are not affiliated with LPL Financial.



• IT •  
**PAYS**  
to Share

## Earn an easy \$75! \*

When you refer someone who becomes a member by either:

- Opening a new checking account and establishing a recurring direct deposit of \$250 or more within 90 days of joining<sup>1</sup>
- or
- Establishing a new loan within 90 days of joining<sup>2</sup>

**You get paid \$75  
and so do they!\***

*Your opportunity to earn cash  
is unlimited!*

## BEGIN BENEFITING TODAY!

Call (800) 766-4328, ext. 1 or stop by a branch for more details.

Visit [www.firstflorida.org/member-referral/](http://www.firstflorida.org/member-referral/) to download referral coupons.

\* For existing and referred members. Employees and officials of the credit union are not eligible. New member must identify existing, referring member by presenting a referral coupon when joining and establishing a checking account and direct deposit, or establishing a loan. Existing member must be in good standing to receive incentive. New member must meet one of the two requirement options to receive \$75 incentive. See # 1-2 for details. 1) For each new member referred (effective 1/1/2019) who establishes a First Florida checking account with a recurring direct deposit of \$250 or more within 90 days of joining, referring member and new member receive \$75; or 2) For each new member referred (effective 1/1/2019) who establishes a First Florida loan within 90 days of joining, referring member and new member will receive \$75.

Member eligibility is required. A Savings/Share account with a minimum balance of \$5.00 is required for membership.

# TAKE THE ON-RAMP TO UPGRADES.

WITH A FIRST FLORIDA AUTO LOAN



## Apply today!

Call (800) 766-4328, ext. 1  
[in Jacksonville (904) 359-6800, ext. 1]  
Visit [www.firstflorida.org](http://www.firstflorida.org)  
or stop by any branch.

### YOUR NEW CAR AWAITS WITH A LOAN FEATURING:

- No Payments for Up to 90 Days\*
- Low Annual Percentage Rates\*\*
- Convenient Ways to Apply

\* Payments can be deferred for up to 90 days from the date of loan closing. Interest will continue to accrue during loan payment deferral period. Deferring loan payments may increase the total amount of finance charges you pay. Excludes loans already financed at First Florida Credit Union. Does not apply to indirect loans. Loans subject to credit qualifications and approval. Offer can be withdrawn at any time without prior notice.

\*\*APR = Annual Percentage Rate. Your APR will be based upon your individualized credit history. Visit [www.firstflorida.org/auto-loan-rates](http://www.firstflorida.org/auto-loan-rates) for auto, truck, and SUV loan rate information. Membership Eligibility Required.



# First Florida

CREDIT UNION

Enriching People Every Day.®

#### Jacksonville Home Office

500 West 1st Street  
Jacksonville, FL 32202  
Phone: (904) 359-6800 | (800) 766-4328  
Fax: (904) 359-6615

#### Jacksonville/Southpoint

4230 Southpoint Pkwy S.  
Jacksonville, FL 32216  
Phone: (904) 332-4201 | Fax: (904) 332-0652

#### Jacksonville/Roosevelt

4530 St. Johns Avenue, Suite 18  
Jacksonville, FL 32210  
Phone: (904) 332-4202 | Fax: (904) 388-2214

#### St. Johns/CR 210

1950 CR 210 West  
St. Johns, FL 32259  
Phone: (904) 808-4644 | Fax: (904) 808-4655

#### Orange Park / Kingsley

1461 Kingsley Avenue  
Orange Park, FL 32073  
Phone: (904) 332-4203 | Fax: (904) 264-9314

#### Orlando

3724 Edgewater Drive  
Orlando, FL 32804  
Phone: (407) 523-4600 | Fax: (407) 523-0385

#### Pembroke Park

3281 W. Hallandale Beach Boulevard  
Pembroke Park, FL 33023  
Phone: (954) 874-0360 | Fax: (954) 986-0075

#### Miami/Doral

8300 NW 53rd Street, Suite 100  
Doral, FL 33166  
Phone: (305) 716-8383 | Fax: (305) 499-9052

#### Tallahassee/Blair Stone North

2521 S. Blair Stone Road  
Tallahassee, FL 32301  
Phone: (850) 414-7290 | Fax: (850) 488-9754

#### Tallahassee/Northside

1661 Raymond Diehl Road  
Tallahassee, FL 32308  
Phone: (850) 922-7855 | Fax: (850) 921-4799

#### Tallahassee/Appleyard

503 Appleyard Drive  
Tallahassee, FL 32304  
Phone: (850) 402-5883 | Fax: (850) 402-5859

#### Tallahassee/Capital Circle

2770 Capital Circle SE  
Tallahassee, FL 32311  
Phone: (850) 402-5880 | Fax: (850) 402-5838

#### Tallahassee/Turlington

325 W. Gaines Street, Suite 148  
Tallahassee, FL 32399  
Phone: (850) 402-5881 | Fax: (850) 309-0040

#### Tallahassee/Bannerman Crossings

3339 Beech Ridge Court  
Tallahassee, FL 32312  
Phone: (850) 402-5884 | Fax: (850) 894-4306

#### Raiford

25638 Northeast State Road 16  
Raiford, FL 32083  
Phone: (904) 418-7392 | Fax: (386) 431-2027

#### Member Support Center

Phone: (800) 766-4328, ext. 1  
Fax: (904) 359-6488

#### C.U.P.I.D.

(Telephone Audio Response)  
(800) 766-4328, ext. 8  
(904) 359-6800, ext. 8 Jacksonville

#### Lost or Stolen Cards

During business hours: (800) 766-4328  
After business hours: (800) 682-6075

#### Board of Directors

Jonathan R. Lyon, *Chairman*  
Richard M. Hood, *Vice Chairman*  
Ken Jones, *Treasurer*  
Nancy H. Meier, *Secretary*  
Robert L. Bull, *Director*  
Robert W. Gentry, *Director*  
Sandra Magyar, *Director*  
Cornita A. Riley, *Director*  
Dean Willis, *Director*

#### Executive Management Team

Brent E. Lister, *President/CEO*  
Joey Carpenter, *EVP Lending*  
Linda K. Jones, *EVP Operations*  
Brad Long, *EVP Finance*  
Michelle Troha, *SVP Marketing*  
Andrea Hurley, *SVP Risk Management*  
Rick Harper, *SVP Accounting*  
Libby Polk, *SVP Administration*  
Tim Brown, *SVP Information Technology*

## Holiday Closings

Our branches and offices will be closed on:

**Monday, May 27, 2019**  
*Memorial Day*

**Thursday, July 4, 2019**  
*Independence Day*



Federally insured  
by NCUA

# COMMUNITY SHRED EVENT

## Shred your personal documents for **FREE!**

Come to our free community shred event. Help protect yourself from fraud and identity theft by shredding your personal documents securely. All material will be placed in a secure Shred-it® truck where it will be shredded on-site.

Food will be provided, as well as giveaways.

#### St. Johns County branch – 1950 CR 210 West

Saturday, May 4 from 11 a.m. to 1 p.m.

#### Tallahassee branch – 3339 Beech Ridge Court

Saturday, May 4 from 11 a.m. to 1 p.m.

Visit our Community Calendar at [www.firstflorida.org](http://www.firstflorida.org) for more details.

#### Rates

We offer extensive loan and savings programs including Auto, Mortgage, Equity Line of Credit, Certificates, Money Markets, and many other accounts.

Visit our website for current rates.