

KEYPOINTS

Summer 2018



President's Message



I'm often asked, what makes KeyPoint special? How is it any different from a bank?

And my answer often surprises the person asking because it sounds too good to be true.

As a not-for-profit credit union, our goal is to **Improve the Lives of our Members**. Instead of looking for ways to charge more for credit and pay less interest on savings, we focus on the opposite — keeping rates on loans low, and paying the highest rates possible on savings. Rather than adding more fees, we look for new ways to reduce or eliminate them completely.

We provide **Financial Solutions and Innovation** through products and services that Members can access anywhere, like our highly rated mobile app.

In addition to helping members save money, we also focus on helping them make smart financial decisions — with personal guidance from our skilled team of professionals, and free financial education programs and seminars like Smart Estate Planning, New Home Buying and Long-Term Care Options.

KeyPoint **Embraces Community Advocacy** so our social responsibility actions continue to expand throughout the community. We provide financial literacy with programs for kids and young adults. We also support several programs that help under-privileged youth in our community.

All in all, we **Deliver Member Excellence** by anticipating members' needs so they can experience exceptional personalized service. So, the next time someone asks you why you're a KeyPoint Credit Union member, tell them — and invite them to join a financial services leader that puts members first.

Talk to Brad

Give our CEO Brad Canfield feedback at talktobrad@kpcu.com

T. Bradford Canfield
President & CEO

Summer Is a Great Time to Be a Member



Join us for a San Jose Giants game on August 3

Don't miss a great evening of professional baseball under the stars — at our upcoming Member Appreciation Event at the San Jose Municipal Stadium.

> Learn more at kpcu.com/events

Take advantage of discounts at top attractions:

Enjoy members-only discounts at some of today's most popular attractions, including:

- Great America
- Monterey Bay Aquarium
- Universal Studios

> Log in to Online Banking, and choose the Amusement Park Discounts link under Services to check availability and get discount codes.

Super Certificate Special

Check out these amazing rates!

Make your money work harder with a KeyPoint Certificate.

- \$1,000 minimum opening balance
- New deposits only—certificate cannot be funded from a current KeyPoint account
- Open online or at one of our branches. Use code: **PR12** for 12-month **24MO** for 24-month

> Open at kpcu.com/open or Visit a KeyPoint branch

12 MONTH
CERTIFICATE¹

2.17%
APY²

24 MONTH
CERTIFICATE¹

2.27%
APY²

¹ 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.

² Average Percentage Yield (APY) is 2.1713% for 12-month certificate, 2.2733% for 24-month certificate as of 6/5/2018. 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. Early withdrawal penalties may apply.

Meet the KPCU team



Q & A with Megan Pieracci, Credit Services Manager

Tell us about your work at KeyPoint.

I supervise a dedicated team of five representatives that help members who have fallen behind in making their payments or keeping their accounts current.

How do you handle all of those calls, emails and chats at once?

Most people think of collections in a negative way — like a “Repo Man” movie. But, we take a very different approach at KeyPoint. Most members who can’t make their payments have fallen behind because of a traumatic life event like a serious illness, a death in the family or a divorce. So our goal is to help them — not make their life even more difficult. We discuss their situation and work with them to develop a plan to help them get back on track.

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How is that different from other financial institutions?

At most banks, the collections department doesn’t get involved until several payments are missed and the account is already past due. At KeyPoint, we get involved ASAP — calling members to check in on a late payment before it has a negative impact on their credit report. That timing is critical because once there are late payments on a credit report, it can be very difficult to get more credit in the future — and that makes a big impact on one’s ability to buy a house, finance a vehicle or get a loan.

The most important difference is that we’re not just focused on preventing losses for the organization. We’re equally focused on members’ financial wellbeing.

Mark your calendar Pre-Owned Car Sale



Join us for this fun outdoor event — and check out the lineup of certified pre-owned cars we’ve put together for you. You’ll find a wide range of vehicles at super prices. Bring your family and friends!

When: September 15 & 16
Saturday: 9:00 am - 6:00 pm
Sunday: 10:00 am - 5:00 pm

Where: KeyPoint Credit Union Headquarters
2805 Bowers Avenue, Santa Clara, CA 95051

Plus: Free refreshments



Make the move with our new Home Possible Loan



We’ve made it more affordable than ever to buy or refi your home at KeyPoint.

With our new Home Possible Loan, you can buy your dream home with as little as a 3%* down payment. This 30-year fixed-rate mortgage features very competitive rates and loan amounts up to \$453,100.

As a local lender that understands the Bay Area real estate market, we deliver the skilled, personal service you need for a stress-free, on-time closing.

**> Call our Mortgage Hotline at (408) 731-4278
or visit us on kpcu.com**

*Income and maximum loan levels apply. Owner occupied properties only. 1-unit properties, condos and planned unit developments; manufactured homes are not eligible. Private Mortgage insurance may be required. For more details, speak with a KeyPoint Loan Officer.

What Members are Saying



Karen Chin - Goleta Member since 2009

“KeyPoint provides the highest level of customer service. The staff are very personable, courteous and professional. They always go above and beyond to make sure my needs are met.”

kpcu.com

