

INSIGHT

The Quarterly Newsletter for APL Federal Credit Union Members

2nd Quarter 2015



MAXIMIZE YOUR MEMBERSHIP

One of our main goals at APL Federal Credit Union is to continually improve the member experience. Over the past 18 months, we have added several new products and services - while also upgrading our existing offerings - to enhance the value of your APL FCU membership. As always, we strive to add these additional services without raising fees, as we are proud to offer the lowest fee structure of any full-service financial institution in the area.

Be sure to maximize your APL FCU membership by taking advantage of the wide array of free services we offer, including these new products and services:

Mobile Deposit

Our APL FCU Mobile app now includes mobile deposit service, which allows members to deposit checks electronically using their smart phone or camera-equipped tablet. Click on the Mobile Deposit link under the Services tab at apfcu.org for more info.

Responsive Design Website

Our redesigned website recognizes the type of device you are using and reconfigures the site to fit your device's screen. Members visiting apfcu.org on a smart phone or tablet will enjoy the full functionality that is available on a laptop or computer.



Instant Issue Debit and Credit Cards

We now have the capability to print debit and credit cards right at our branches. Previously, members with a lost, stolen or damaged card would have to wait a week or two to receive a replacement card in the mail. With Instant Issue capability, members can visit a branch and receive a replacement card in a matter of minutes. Members opening a new debit or credit card account can also receive their cards right away, instead of waiting for new cards to be ordered and shipped.

HomeAdvantage® Program

This new program simplifies the home buying and selling process. In addition to checking mortgage rates, members can search MLS listings, get a realtor referral, and even earn a cash rebate at closing. The average rebate is more than \$1,500! To get started, click on the Home Search and Rebate link under the Loans tab at apfcu.org.

The cold winter months are finally behind us. As you are out and about this spring and summer, remember that APL FCU is with you every step of the way. With more than 55,000 surcharge-free ATMs, our free mobile banking app, and all the new products and services we have added over the past few years, we make it easy to access your accounts and your money - from just about anywhere at any time.

MAXIMIZE your membership



MAIN OFFICE

11050 Johns Hopkins Road
Laurel, MD 20723
443-778-5250 * 240-228-5250
800-367-5796 (out of area)
Fax: 240-228-5545

Lobby Hours:

Mon. through Fri.
8:30 am to 4:30 pm
Saturday
9:00 am to Noon

Drive-Thru Hours:

Mon. through Fri.
8:00 am to 6:00 pm
Saturday
9:00 am to Noon

APL CAMPUS BRANCH

11100 Johns Hopkins Road
Laurel, MD 20723
443-778-5250 * 240-228-5250
Fax: 240-228-3060

Lobby Hours:

Mon. through Fri.
8:30 am - 4:30 pm

COLUMBIA BRANCH

8870 McCaw Road
Columbia, MD 21045
443-778-5250 * 240-228-5250
Fax: 410-309-3522

Lobby & Drive-Thru Hours:

Same as Main Office

CALL CENTER:

Use Main Office Numbers
Mon. through Fri.
8:00 am to 5:00 pm
Saturday
9:00 am to Noon

CURRENT RATES:

Visit apfcu.org

ALLPOINT ATM MACHINES

to find locations:
- visit apfcu.org
- use your mobile device
- use your GPS device
- call 800-976-4917

FINANCIAL HIGHLIGHTS

(as of 11/30/2014)

Assets - \$399.8 Million
Savings - \$353.7 Million
Loans - \$176.1 Million
Members - 19,727

SPREAD THE WORD

APL Federal Credit Union is open to anyone who lives, works, regularly conducts business in or attends school in Howard County, Maryland, and members of their families. Family members do not have to live or work in Howard County to be eligible for membership.

CONTACT US

Website:
apfcu.org

e-Mail:
support@apfcu.org

Telephone Banking:
443-778-5858 * 240-228-5858
Out of Area: 800-382-1993

Lost or Stolen Visa Card:
After hours and weekends
800-367-5796

Routing Number:
255077998



Dollars & Sense

Save Big On Your Next Purchase

APL FCU's new car buying service, powered by TrueCar®, makes it easy to save when shopping for a new or used car. With special guaranteed pricing from TrueCar, the average member will save more than \$3,200 off MSRP*.

Simply use our online shopping tool to price the new or used car of your choice. With the new TrueCar Price Curve tool, you can view the average price paid for the car you want, what you should be paying, and how much you could save off the MSRP for that particular vehicle.

Once you have finalized your vehicle choice, simply choose your preferred local dealer from a list of pre-screened dealers in TrueCar's Certified Dealer Network. You can then print a Certified Savings Certificate** for your vehicle. To make the car buying process even easier, you can get pre-approved with APL FCU and receive an Auto Draft to take with you to the certified dealer to complete the sale.

APL FCU's new car buying service will be available around mid-April. For more information, visit the Auto Buying Services link under the Loans tab at apfcu.org.

*Average estimated savings based on 2Q14 data presented by TrueCar Certified Dealers to users of TrueCar powered websites. Actual savings may vary based on the vehicle you select, the region, the dealer and vehicle specific manufacturer incentives.

**Guaranteed Savings and upfront dealer pricing information is valid in Maryland, but is not available in all states. In states where Guaranteed Savings is not available, a target price is provided, which is a market-based example of what you could reasonably expect to pay for your vehicle as configured.



Did You Know?

Auto Loans Made Easy



Did you know that we recently streamlined our auto loan procedures to make it easier for members to take advantage of our lowest rate ever? Almost 1,000 members saved money with our 1.99% auto loan rate in 2014, and we want to make sure just as many members can save with this great rate in 2015.

One Rate. We Promise.

Unlike other lenders that charge higher rates for longer terms or for used vehicles, our 1.99% rate is good for any model year - new, used or refinanced - for any term up to 7 years. All qualified applicants get this same low rate. We promise.

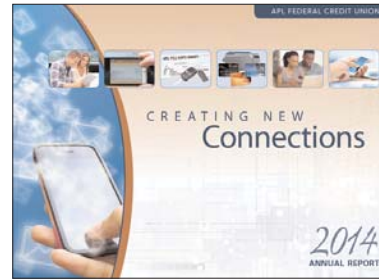
Auto Drafts

In addition to our simple rate structure, we also simplified the car buying process with our Auto Drafts, which is a blank check good for any amount up to the pre-approved loan limit. Just take the Auto Draft with you to the dealer and, once you negotiate the final price, simply fill in the amount to complete the sale. You can even roll the cost of an extended warranty into the loan.



Consumer Corner

Annual Report Recap



With the 2014 results now audited, we are pleased to report another successful year of strong profitability for the Credit Union. As in years past, we achieved these results while maintaining the lowest fee structure of any full-service financial institution in the area.

In addition to \$1.9 million in income - a slight increase from the \$1.7 million earned in 2013 - we also surpassed \$175 million in loans outstanding for the first time ever, as strong demand for our home equity and auto loans generated more than \$10 million in loan growth for the second straight year.

In keeping with our mission of continually improving the APL FCU member experience, we added several new products and services in 2014, including Mobile Deposit, a responsive design website, and instant issue debit and credit card capability. We also expanded our auto loan program by introducing Auto Drafts and eliminating any model year restrictions.

To learn more about our 2014 results, please stop by any APL FCU branch to pick up a free copy of our Annual Report. You may also view the report online by clicking on the Annual Reports link under the Resources tab at apfcu.org.



CU Scoop

Spring Shred Day

Event: Shred Day - Weather Permitting
Date: Sat., Apr. 25th
Time: 9:00 a.m. - Noon (or until the trucks are full)
Where: Columbia Branch

Please limit shredding materials to two boxes each weighing less than 100 pounds. Paper clips and staples are permitted, but three-ring binders and black binder clips cannot go through the shredder. No media/electronic shredding will be available at this event. **Please check our website on the morning of the event if the weather is questionable.**

Financial Advisor Days

To maintain a sound lifestyle, financial fitness is just as important as physical fitness. At BWFA, they provide all the key, coordinated services to help you maintain your financial fitness. Join us at our Campus Branch for one of BWFA's free Financial Advisor Sessions. Visit our Financial Planning link under the Services tab at apfcu.org to view upcoming sessions and to reserve your spot.



Happy 20th Anniversary

This summer will mark milestone anniversaries for Tracy Trumper, Member Service Associate, and Paula Goss, Accounting Coordinator. We would like to take this opportunity to thank Tracy and Paula for their fine workmanship and company loyalty. We know that the growth and success of our credit union is largely dependent on having strong and capable staff members.

