

# Financial **PSE** Freedom

Credit Union Incorporated

A PUBLICATION FOR THE MEMBERS OF PSE CREDIT UNION, INC. / MAIN OFFICE (440) 843-8300 / WWW.PSECREDITUNION.ORG

**AUGUST 2017**

## Welcome Joseph C. Anderson PSE Credit Union's New President/CEO



Please welcome PSECU's new President/CEO—Joseph C. Anderson to the credit union! After an intense regional search, PSECU's Board of Directors selected Joseph C. Anderson to replace retiring President/CEO Janice L. Thomas.

Anderson brings with him over 30 years of financial services experience, including 14 in the credit union movement. He has a proven track record of leading and

providing strategic vision and will help the credit union continue to provide personal, professional, and priced-right financial solutions for every stage of our members' lives. Anderson is recognized in the industry for his progressive and dynamic strategic vision, as well as managing high growth.

Anderson comes to us from AmeriCU Credit Union in New York where he served as Chief Operating Officer. He was responsible for developing and executing the credit union's strategic plan, as well as the finance, lending, human resources, marketing, member relations, facilities, information technology, and branch network divisions. Prior to serving as the Chief Operating Officer, Anderson was the Vice-President of Lending at AmeriCU Credit Union where he was responsible for all growth strategies and lending operations. Anderson holds a Bachelor of Science in Political Science from Towson University. He is a graduate of the Consumer Bankers Association Executive Banking School. NAFCU recognized Anderson as the Professional of the Year in the asset category of \$751 million+ in 2013.

## A BIG Thank You to all those who attended our Kids Carnival and Community Shred-It Day on June 28!



**ALL PSE OFFICES ARE CLOSED**  
**Monday, September 4th for Labor Day**

Refinance your auto loan with **PSE CREDIT UNION**

GET **\$500\*** CASH BACK

Earn a 3% cash back rebate by refinancing your auto loan with PSE from September 1 to November 18, 2017!

**Call, log on or stop by TODAY!**



Main Office: 440-545-5135 • Strongsville Office: 440-572-3830  
Medina Office: 330-661-0160

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



\*\$500 cash back based on an auto loan refinance of \$16,675. Promotional terms do not apply to loan currently financed with PSECU. Standard underwriting criteria terms and conditions apply. All accounts are insured to \$250,000 by American Share Insurance (ASI), a private member owned insurer. This institution is not federally insured. MEMBERS' ACCOUNTS ARE NOT INSURED OR GUARANTEED BY ANY GOVERNMENT OR GOVERNMENT-SPONSORED AGENCY.

## GROWING YOUR WEALTH THROUGH REAL ESTATE

Real estate as a sector has outperformed the S&P 500 over the past 40 years (an average annual return of 9.3% for the NCREIF Property Index versus an 8.7% return for the S&P 500). It's done so with less volatility as well (7.8% compared to 16.4%), according to the S & P Dow Indices and NCREIF. It has a low correlation to stocks and bonds. Because it's a lagging economic indicator — it rises and falls well after the rest of the economy — it moves differently than stocks or bonds.

There are many ways to take advantage of real estate investing. Some people prefer to purchase property — but it can be time consuming and expensive. For this reason, many people prefer passive investment. A real estate investment trust (REIT) is created when a corporation (or trust) uses investors' money to purchase and operate income properties.

REITs are unique because of their tax structure. REITs pay no Federal income tax on their corporate earnings as long as they follow a few rules, including a requirement to distribute 90% or more of profits to shareholders as dividends.

One downside of investing in REITs is that, unlike common stocks, the dividends paid out on them are not "qualified dividends," meaning the owner can't take advantage of the low tax rates available for most dividends. Instead, dividends from real estate investment trusts are taxed at the investor's personal rate.

If you prefer to own actual property, another

helpful tool is the 1031 exchange. This allows an investor to sell a property, reinvest the proceeds in a new property, and defer all capital gain taxes. There was a time when 1031 cases needed to be simultaneous transfers of ownership, but under current law, a contract to exchange properties in the future can be used as well.

Another important tool is the Family Limited Partnership (FLP). FLPs have several benefits. They allow family members to pool resources, thus lowering costs. They allow one family member, typically the General Partner (GP), to move assets to other family members (often children who are Limited Partners, or LPs), while still retaining control over the assets. Because the LPs have no rights of control, they cannot liquidate their partnership interest. The timing and amounts of distributions is up to the GP(s). That means a distribution cannot be made to one partner (GP or LP) unless all partners receive their pro rata portion of any disbursements.

If you want to learn more about real estate investments, we offer a no-obligation consultation to members of PSE Credit union. You can schedule yours today by calling us at 216.521.1711, emailing us at Quarterback@Lineweaver.net, or visiting us at Lineweaver.net.

### Lineweaver Financial Group

9035 Sweet Valley Dr. Valley View, OH 44125  
216-520-1711 • Lineweaver.net

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USERNAME: PSECUCP PASSWORD: psecu

## WHAT DOES SAME DAY ACH MEAN FOR ME?

*Due to recent government regulations, ACH credits and debits are now expedited to same day processing.*

Phase I was implemented September 2016. Phase II will begin September 15, 2017. What does this mean for the consumer? Any funds done through the ACH process could clear your account on the very day you write the check or use your Visa Check Card. This will also enable ACH debits (ie. Bill payments) and credits (ie. Payroll deposits, etc.) to be done in a timely fashion. If you have any concerns or questions, please contact us at 440-545-5141.

## INTRODUCING PSE mBanking



This is our new, PSE Branded app. If you already have the Touch Banking app on your smartphone, look for the updated version when you log in. It will prompt you to upgrade to the PSE mBanking app. Or, if you do not currently have the Touch Banking app on your smartphone or tablet and want to download the new PSE mBanking app—go to the App Store for Apple or to Google Play for Android. (No cost.)

## SHARED BRANCHING

**What is Shared Branching?** CO-OP Shared Branching is a network of more than 5,000 credit union branches across the nation (and the world) that you can use just like you use your home branch. Our credit union is part of this network.

**What Can I do at a Shared Branch?** You can make deposits, withdraw money, cash checks, transfer funds, make loan payments, and get a copy of your statement.

**What do I Need to Perform a Transaction at a Shared Branch?** The name of your home credit union, your account number, and a photo I.D. That's it!

**How do I find a Shared Branch?** You can visit [www.SharedBranching.org](http://www.SharedBranching.org) to search for a location.

YOUR CREDIT UNION  
**Travels**  
WITH YOU EVERYWHERE!

Download the free Shared Branching locator app to your smartphone

**Did You Know? Anyone who lives, works, worships or attends schools in CUYAHOGA and MEDINA COUNTY may join PSE Credit Union. Call 440-545-5139 to open an account today!**



Find us on

Facebook

**The Financial Privacy Notice can be found on our website at: [www.psecreditunion.org](http://www.psecreditunion.org) under Financial Privacy Rights.**

### \* Loan Processing Centers:

#### Main Office \*

5255 Regency Drive,  
Parma, OH 44129  
Phone ..... 440-843-8300  
Fax ..... 440-843-7741  
Mon. - Thur. .... 9am-5pm  
Friday ..... 9am-6pm  
Saturday ..... 9am-2pm



#### Strongsville Office \*

12700 Prospect Road  
Strongsville, OH 44149  
Phone ..... 440-572-3830  
Fax ..... 440-572-1383  
Mon. - Thur. .... 9am-5pm  
Friday ..... 9am-6pm  
Saturday ..... 9am-2pm

#### Medina Office \*

3845 Pearl Road  
Medina, OH 44256  
Phone ..... 330-661-0160  
Fax ..... 330-721-7017  
Mon., Tues., Thur. .... 9am-5pm  
Friday ..... 9am-6pm  
Saturday ..... 9am-2pm

### Other Ways to Access the Credit Union:

- Access your accounts online with Home Financial Services—HFS (Online Banking)
- Access with over 300,000 ATM Locations
- P.A.L. – 24-hour phone service
- PSE mCheck (Mobile Check Deposit)—use your smartphone to take a picture of your checks and make deposits right into your account Google Play/App Store
- Mobile Banking App
- SharedBranching.org—do your credit union transactions at over 5,000 other credit unions nationwide

**ATTENTION Out-Of-State Members: We now have a 1-800 # for you to use when calling the credit union. Dial 1-844-RING PSE (1-844-746-4773).**



**American Share Insurance.** Your Deposits are insured to \$250,000 per account. This institution is not federally insured, and if the institution fails, the Federal Government does not guarantee that depositors will get back their money. **MEMBERS' ACCOUNTS ARE NOT INSURED OR GUARANTEED BY ANY GOVERNMENT OR GOVERNMENT-SPONSORED AGENCY.**



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