

Lower Fees – A Credit Union Hallmark

“Bank customers pay substantially more in overdraft fees and other account fees than credit union members,” according to a recent study by Filene Research Institute. The study reports these key findings:

- Average annual costs on bank checking accounts are more than twice as high as those on credit union checking accounts.
- Some of the bank/credit union difference can be explained by a greater number of fee-incurring transactions on bank accounts.
- The greatest component of annual costs of both bank and CU accounts is the overdraft fee, which is one-third lower at credit unions.

While some of the cost differences “can be attributed to behavior,” the study concluded that “much of the difference simply stems from banks’ higher prices.”

Credit unions also charge significantly lower ATM fees. While bank customers pay an annual average of \$183 in total ATM transaction fees, credit union members pay an annual average of \$73.

National Press Tout Credit Unions

The national press continues to show value to consumers in credit union membership. Friday morning, February 5, 2010 CNN AM ran a segment “Why credit unions are better”, suggesting consumers consider

credit unions for lower cost checking accounts, debit cards and credit cards.

Recently on **The Huffington Post** Dan Mica, President of CUNA & Affiliates related that “Consumers are moving their money to credit unions...” to receive their financial services at much more affordable rates.

Suze Orman, internationally acclaimed personal finance expert, has touted **credit union credit cards** across all media channels.

What about York Educational FCU? Perhaps our *VISA Credit Card* is a “best kept secret.” Did you know we offer the traditional Classic *VISA* credit card at the low fixed rate of only 9.90% APR (or 11.90% APR, depending on certain credit-worthiness criteria)?

How do we keep our rates low and your costs down? YEFCU’s *Classic VISA Credit Card* offers basic credit card service. No annual fee, no minimum finance charge, no over-the-limit fee, no costly *Rewards* program; just great card rates from 9.90% to 11.90% and a 25 day grace period for purchases.

Replace your high interest-rate cards with an affordable *VISA* credit card from your credit union. Don’t pay rates like those mentioned on page 1 with your bank or retailer cards when you can reduce your rate and your payment significantly with a YEFCU *VISA*.

Do you live or work in the east end of York? Why not use our East York branch for your financial needs? We’re open Monday and Wednesday from 9:30 AM to 4:30 PM, and Friday from 8:00 AM to 5:00 PM. See us in Suite 215 of the Kingston Center office building, 2550 Kingston Road.

Spring Car Sale



Has the winter been hard on the family car, truck or SUV? Are you really ready to look for a replacement, but afraid of the cost of a new vehicle and the loan payments?

Then we have the answer for you. YEFCU has partnered with four other area credit unions and Enterprise Car Sales to bring over 130 late model used cars right here to York for our fourth annual Enterprise Car Sale at the York Expo Center April 8 – 10th.

Enterprise will have cars, trucks and SUVs from many manufacturers, both foreign and domestic, ranging from 2004 to 2010 models. All vehicles will have a 12 month /12,000 mile limited powertrain warranty and be certified with a 109 point inspection, inside and out.

If you have a trade, Enterprise will offer you Blue Book trade-in value **plus \$500**. If you visit our credit union before the sale and get **pre-approved** for the Enterprise car sale, you will receive additional incentives. Enterprise will deposit \$500 into your YEFCU account within 30 days of your purchase of a vehicle on April 8th with credit union pre-approval, or they will deposit \$250 into your YEFCU account within 30 days of your purchase of a vehicle on April 9th or 10th with pre-approval. In addition to the deposit from Enterprise, the first six CU members who purchase a car with pre-approval will receive a \$25 gift card to a local restaurant from YEFCU.

Why these incentives to get pre-approval?

1. The “early bird gets the worm” philosophy - you get first choice from the best selection on Thursday evening, first day of the sale.
2. The purchase and paperwork process flows more quickly if you have completed your application with YEFCU before the sale.
3. You car-shop knowing you are approved for the loan. You know you can afford the payments. The salesperson knows you are qualified and serious about finding a great car at a terrific price.

This all sounds great, but what kinds of vehicles will Enterprise have at the sale? You can get an idea now by visiting Enterprise’s cuauto deals.com and enter your zipcode along the left, select “view all inventory”, then select “local vehicles.” As the sales date gets closer, visit this site again and select Harrisburg as the “metro area” and Mechanicsburg as “your nearest location.” You will get great information from a top-notch sales person.

Best of all, YEFCU has its lowest vehicle loan rates ever. ‘09 and ‘10 models can be financed as low as 3.99% APR for 36 months, ‘08 and older models as low as 4.49% APR. Longer terms are available at similarly low rates, and payments can be made to fit any budget.

Worried about buying a rental car?

Most cars are actually leased cars rather than rentals, all are put through a rigorous 109 point checkup and if you are not satisfied with the vehicle you buy, Enterprise has a 7-day repurchase agreement. YEFCU and Enterprise ... *the smarter choice.*

