

Advanced Financial Today



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Paul Juran

GETTING TO KNOW ADVANCED FINANCIAL

Hello, my name is Paul Juran, and I'm the IT Manager at Advanced Financial FCU. I've been with the Credit Union a little over 8 months, and during this time, my primary focus has been on keeping your information secure. One of the most fulfilling aspects of my role is tackling the challenges that come with safeguarding our systems and data. I enjoy using technology to help achieve our business goals and assist our team and members in overcoming IT-related challenges. Whether it's solving a complex technical issue or finding new ways to enhance our systems, I'm always excited to help.

As part of our ongoing commitment to your security, we'll soon be introducing an upgraded layer of protection for your online banking accounts. This will be a risk-based, multi-factor authentication solution providing additional security for your accounts. It will ensure that even if your password is compromised, your account isn't easily accessible by unauthorized parties.

This new platform will work by analyzing your login attempts and assigning a level of risk to each attempt. For example, if someone tries to log in to your account from a device that hasn't been used before, an additional verification step will be triggered, such as sending a code to your phone. This makes it much harder for someone pretending to be you to gain access to your account.

At Advanced Financial FCU, we're always looking for ways to stay ahead of potential threats and keep your financial information secure. We'll continue to update you on any new security measures we implement to protect your accounts.

Thank you for trusting us with your banking needs. Rest assured, we are always here to support you and ensure that your experience with us is both secure and seamless!

Message From the CEO

It seems as though it was just a few days ago that I was writing a message for our summer newsletter, and now it's time to welcome fall.

Thank you to all our members who joined us during our Member Appreciation events this year. It is always a good time for old friends to meet up and for us to thank you for continuing to place your trust in us as your financial institution. Our last major member event of the year will be the Annual Meeting, which will be held on Saturday, November 9, 2024, at Galloping Hill Caterers, 1085 Galloping Hill Road, Union, NJ 07083. More information will be sent by email in October.

We were out in our communities this summer sponsoring the summer concert series in New Providence; sponsoring the Montclair Run, proceeds of which benefit the Montclair YMCA Community Health Fund; and supporting National Night Out events in West Orange, Scotch Plains, Roselle and New Providence. In October, we will hold our annual Halloween event with the Summit Speech School and will sponsor other community events in New Providence this fall, including the October Street Fair and the November Holiday Walk.

We are continuing our work to enhance existing products and offer new products and services to meet your needs. Our new website provides links to information pages for our deposit and lending products along with our value-added services from trusted partners. Visit the "Services" page to find links

to our Wealth Management partner, Nationwide Planning Associates, Inc; insurance products and advice from TruStage® and The Family Security Plan®; and savings and discount programs through Love My Credit Union® Rewards.

This fall brings a new account-to-account transfer service that lets you move funds between your Advanced Financial FCU account and accounts you have at other financial institutions. The TransferNow service will be available in online and mobile banking starting mid-September.

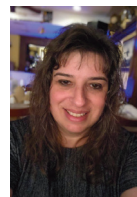
As mentioned in our summer newsletter, we have revamped our credit card programs with more ways to earn points with our Everyday Rewards card and competitive rates on both the Rewards and Everyday Classic cards. Both credit cards and our debit card are contactless and enabled for Apple Pay®, Google Wallet™ and Samsung® Pay. Digital wallets protect your account by encrypting the actual card number, and it means you always have your card wherever you have your phone.

We're always happy to see you in our branches, but in our 24/7 world, we are continuing to add to our digital services to keep Advanced Financial the place that provides banking – only better! Have a great fall!



New Employees

Let's welcome Susan Landsman and Francheska Fernandez-Vargas to our team. Both new employees have excellent customer service backgrounds, and they are an asset to the Credit Union.



Susan Landsman



Francheska Fernandez-Vargas

CU Kind Day

Advanced Financial is excited to be part of CU Kind Day, a special occasion dedicated to spreading kindness and showing our commitment to the community. We invite you to join us in making a difference by donating non-perishable food and hygiene items like rice, canned goods, pasta and adult diapers of all sizes. You can drop off your donations at any of our four branches from September 4 to October 14. All donations will go to the Food Bank of the Presbyterian Church in Plainfield, NJ.

Together, we can make a positive impact and create a happier, more supportive community. Thank you for participating in this important effort!

Annual Meeting Reminder

Saturday, November 9, 2024
Galloping Hill Caterers | 1085 Galloping Hill Road, Union, NJ 07083

Mark your calendar for Advanced Financial's 59th Annual Meeting. The meeting is free for all members. Please RSVP no later than October 31, 2024.

Holiday Closings

Thanksgiving – Thursday, November 28, 2024
Day after Thanksgiving – Friday, November 29, 2024
December 6 – All branches will close at 2 PM

Christmas Day – Wednesday, December 25, 2024
New Year's Day – Wednesday, January 1, 2025

Be Alert

Always review your account online and make sure we have your most up-to-date phone number, active email address and other contact information. This will help us reduce losses for any unauthorized transactions.

Celebrate the Holidays With Ease!

Whether you're planning a dreamy getaway or getting your holiday shopping done, our special holiday loan is here to help you make the most of the season. With affordable rates and a quick approval process, it's never been easier to fund your festive plans.

Need more information? Reach out to our team – we're here to help!

- Loans up to \$2,500
- 10-month loan term
- Rates as low as 7.90% APR*
- Promotion valid 10/01/24 – 12/31/24

Apply today and let us assist you in making this holiday season truly memorable.

*APR = Annual Percentage Rate.

Holiday Safety Tips: Protect Yourself From Scams

As the holiday season approaches, it's important to stay vigilant against potential scams, both in-person and online. Here are seven essential safety tips to help you protect yourself and your finances:

1. **Guard Your Personal Information:** Avoid sharing personal or financial information over the phone or online unless you are sure of the recipient's identity. Be cautious with unsolicited requests for sensitive information.
2. **Verify Sources:** Before making any online purchases or donations, verify the legitimacy of the website or organization. Look for secure payment methods, and check for reviews or ratings from other customers.
3. **Watch for Phishing Scams:** Be wary of emails or messages claiming to be from your financial institution or other trusted entities that ask for personal details or login information. Always verify the sender's email address, and contact your institution directly if you have any doubts.
4. **Secure Your Devices:** Ensure your computer, smartphone and other devices have up-to-date security software. Use strong, unique passwords for your online accounts and enable two-factor authentication where possible.
5. **Be Cautious With Social Media:** Avoid oversharing personal information on social media platforms, as scammers may use this information to target you with tailored scams. Adjust your privacy settings to limit who can see your posts and personal details.
6. **Protect Your Wallet:** When shopping in-person, keep a close eye on your belongings and be cautious of your surroundings. Avoid carrying large amounts of cash, and use credit or debit cards for added security.
7. **Monitor Your Accounts:** Regularly check your Credit Union and credit card statements for any unauthorized transactions. Report any suspicious activity to your financial institution immediately.

By staying informed and cautious, you can enjoy a safe and joyous holiday season. If you have any concerns or need further assistance, feel free to contact us.

Happy holidays from all of us at Advanced Financial!

Federally Insured by the NCUA



Main Office

785 Central Avenue
New Providence, NJ 07974
908-771-0300

Fax: 908-771-9349
Monday – Friday
8:00 am – 4:00 pm

Branch Locations

575 Raritan Road
Roselle, NJ 07203
Monday – Friday
9:00 am – 5:00 pm
Saturday 9:00 am – 1:00 pm

383 Park Avenue
Scotch Plains, NJ 07076
Monday – Friday
8:00 am – 4:00 pm

342 Main Street
West Orange, NJ 07052
Monday – Friday
8:00 am – 4:00 pm

1-800-237-5626
www.advfinfcu.com



Credit Union Member Savings On Your Next Outdoor Vehicle

Looking to get outdoors? Take advantage of credit union member pricing with the Love My Credit Union Rewards Powersports and RV Buying Program. Save on motorcycles, RVs, ATVs, UTVs, Jet Skis, boats, snowmobiles, golf carts and more!

- **Search New and Used Inventory:** Search all your favorite brands from our nationwide certified dealer network.
- **Shop Every Brand, Including:**
 - **RVs:** Keystone, Forest River, Winnebago, Airstream, Coachmen, Thor Motor Coach, Grand Design, Jayco, Heartland, Dutchmen, Palomino and more.
 - **Powersports:** Harley-Davidson, Honda, Kawasaki, Yamaha, Suzuki, Can-am, Polaris, Sea-doo, Indian, Ski-doo, Ducati, KTM, BMW and more.

- **No-Haggle Member Savings:** See an upfront, transparent price, and get member savings before heading to the dealership.
- **Member Savings on Parts, Service, Accessories and More:** Our Certified Dealers offer up to 20% off after-purchase products.
- **A Better Buying Experience:** Our Certified Dealers are committed to providing you with a quick and hassle-free experience.

Visit rewards.lovemycreditunion.org to learn more and save on your next outdoor vehicle!



Year-End Tax Harvesting

Year-end tax harvesting, also known as tax-loss harvesting, is a strategy used by investors to minimize their tax liabilities by selling investments that have declined in value. The primary goal is to offset capital gains realized from other investments with capital losses, reducing the overall tax bill.

How It Works:

1. **Sell Underperforming Assets:** Towards the end of the year, investors review their portfolio and sell assets that have lost value.
2. **Offset Gains:** The losses from these sales can be used to offset any capital gains from profitable investments. If losses exceed gains, up to \$3,000 of the remaining losses can be used to offset other types of income, like wages.
3. **Carry Forward Losses:** If losses exceed \$3,000, the remaining amount can be carried forward to future tax years.

4. **Avoid the Wash-Sale Rule:** The IRS's wash-sale rule prevents investors from buying the same or a substantially identical security within 30 days before or after the sale, so it's essential to be careful when repurchasing similar investments.

Benefits:

- **Tax Savings:** Reduces the taxable income from investments.
- **Portfolio Rebalancing:** Helps in rebalancing the portfolio to better align with long-term goals.
- **Improved Cash Flow:** Reduces immediate tax liabilities, potentially improving cash flow.

As always, be sure to consult with your accountant regarding your personal tax situation.



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Gallery – New Providence Summer Concert, Scotch Plains Member Appreciation Day and Food Bank

