

# Coosa Valley Voice

A PUBLICATION OF  
COOSA VALLEY CREDIT UNION  
MARCH 2012



**Kites and Gas Prices  
are Soaring high...**

**...but our rates are staying low!**

**2.99% APR Vehicle Financing\***

**Avoid High Gas Prices  
with Greater Fuel Economy!**

Come to Coosa Valley Credit Union for your auto financing.  
You will receive excellent, personal service  
and outstanding rates!



\*(APR) Annual Percentage Rate (With approved credit. Some restrictions apply. See Coosa Valley Credit Union for all details.)

## Now is the Time for Your IRA

Don't miss the April 18th deadline for your Individual Retirement Account contribution. Deposit up to \$2,000 per person into your traditional Individual Retirement Account and defer taxes until withdrawal at time of retirement. This is an excellent way to prepare for the future while saving on taxes.

## HOLIDAY BRANCHES CLOSED

**MAY 28TH Memorial Day**

*Be sure to use your credit union's Audio Response, Home Banking or ATMs during the holidays.*

**THANK YOU TO THOSE WHO  
HAVE SERVED OUR  
GREAT COUNTRY.**

**Fun!** Don't miss the upcoming events happening in YOUR community...page 4!



# 2012 Annual Meeting

## SOUTH OF THE BORDER

### Coosa Valley Credit Union's 58th Annual Meeting



Saturday February 25th, the Coosa Valley Credit Union held its 58th annual meeting at the Forum in downtown Rome. The Annual Meeting is required by the National Credit Union Administration and Coosa Valley's Charter to inform members about the current financial state of their Credit Union, notify them of any Board of Directors changes if needed and give a review of the past years activities.

Coosa Valley Credit Union takes it a little farther than most credit unions by also making it a free **membership appreciation** night with dinner, entertainment and door prizes. Robert Smyth, Marketing Manager for Coosa Valley stated "Coosa Valley is one of a handful of Credit Unions across the nation that has an annual meeting of this magnitude. This year **we entertained around 600 members** with a South of the Border theme. We enjoyed authentic Hispanic food and wonderful Texas Swing music with John England and the Western Swingers from Nashville. Dinner and décor were provided by the Catering Company at the Palladium.

**Coosa Valley donated \$1500.00** in the name of the membership to the local United Way." The date for next year's meeting has already been set and Coosa Valley Credit Union hopes to see all its members on **February 16th, 2013 at the Forum.**



## 2012 ELECTION OF MEMBERS TO THE BOARD OF DIRECTORS

It's an election year and Coosa Valley Credit Union was no different. Members were mailed or given the opportunity to acquire a ballot to vote on candidates vying for four, (3) year terms on the board and one (1) year unexpired term. Members 18 years and older were eligible to vote and each member was allowed to cast one vote. The mail ballot procedure, including verification of voter eligibility and the counting of the ballots was administered by Nearman Maynard, Vallez, CPA's P.A. ...an independent agency approved by the NCUA. All ballots must have been received by February 17th 2012. The results of the election were as follows **Edith Baker, Randy Quick, Kenneth Duskey, John T. White** were all re-elected to 3 years terms on the board and **Fred Kerce** was elected to the 1 year unexpired term. **Congratulations to those elected**, and we thank you and all our volunteer board members for your service.



# Coosa Valley Could Be Your Key to a New Home in 2012



The American dream of homeownership is a very feasible aspiration for 2012. There are many benefits of owning a home. Yet some first-time buyers are skeptical of purchasing with the uncertainty surrounding the housing market. The uncertainty many reference when speaking about the housing market involves a specific date when home values will increase. Since no one can pinpoint this date, the word uncertainty (when paired with the housing market) often reveals a negative connotation. There are some factors we can be certain about in this housing market such as home values rebounding. This is true; the housing market often moves in cycles. It's safe to assume that many Americans harbored the same uncertainty during the George H. W. Bush administration in the early 1990s when the national homeownership rate fell from its previous historic high of 64.4 percent in 1980 to a low of 64.1 percent in 1991. In the 1960s Lyndon Johnson illustrated a correlation between homeownership and accountability by stating "owning a home can increase responsibility and stake out a man's place in his community...The man who owns a home has something to be proud of and reason to protect and preserve it." This statement is still true more than 50 years later. There are many reasons to take pride in homeownership such as:

- **Appreciation** – Buying a home now at current rates can almost ensure your home's appreciation in the future. Mortgage rates are near historic lows and home prices in many parts of the country are down. This is the perfect recipe for home appreciation. Additionally, many foreclosed homes are available for a fraction of the original cost. This can translate to a higher profit if you decide to sell once the market rebounds.

- **Property Tax Deductions** – For income tax purposes, real estate property taxes for a vacation home and first home are fully deductible. The IRS provides detailed tax information for first-time buyers that may answer many questions about what deductions homeowners are eligible for.

- **Preferential Tax Treatment** – If you own your home for more than a year and receive more profit than the allowable exclusion after the sale of your home, the profit will be considered a Capital Asset. Capital assets are given preferential tax treatment.

- **Equity Building** – Many factors such as credit qualification, loan flexibility, and (APR) annual percentage rate contribute to the final decision of what type of mortgage loan best fits your goals. Yet, a new trend being used by some homeowners is to actually add money to their monthly payment to decrease the principal balance of their loans at a much faster pace. This trend is called equity building. Equity builders usually select a home loan with a lower interest rate (and a shorter term loan such as a 15-year fixed) to help build equity faster. This rapid payment process allows borrowers to:

- Pay off the principal balance faster
- Lock in near-record-low interest rates
- Shorten the length of their home loan
- Own their home faster
- Pay substantially less mortgage interest

Equity building is a beneficial trend that's becoming more and more popular with fiscally responsible homeowners. Also,

home equity is the largest single source of household wealth for most Americans.

- **Pride** – Homeownership offers many benefits to many different types of people. For some homeowners, playing your music as loud as you want and painting the walls the color of your choice is a perk. No matter who you are, homeownership is a purchase, commitment, and journey that's sure to bring you pride.

Furthermore, when the uncertainty surrounding the housing market fades and the market rebounds, homeownership may in fact transform that pride to profit through a home sale.

**Coosa Valley Credit Union** is the natural choice for your home loan needs. Through our partnership with Independent Mortgage Associates, we offer great mortgage rates with the personal service our members have come to expect. We can help make refinancing or purchasing your home an easy, hassle-free experience. Before you start the loan process, let us walk you through what you can expect. We'll give you valuable tips along the way. Then when you're ready to apply for your loan, we'll let you do it the way YOU are most comfortable; choose our secure interview-style on-line form, or download a PDF Loan Application Package. Just go to [www.mycvcu.org](http://www.mycvcu.org). Please contact us for today's rates (you'll find ours to be among the best available anywhere!) or if you have a question at any time in the loan process. Phone us, or use email or our convenient online form. Thanks for choosing Coosa Valley Federal Credit Union for your home financing.

We promise to do all we can to make the mortgage process easy and hassle-free!







# Savings Crew at Work

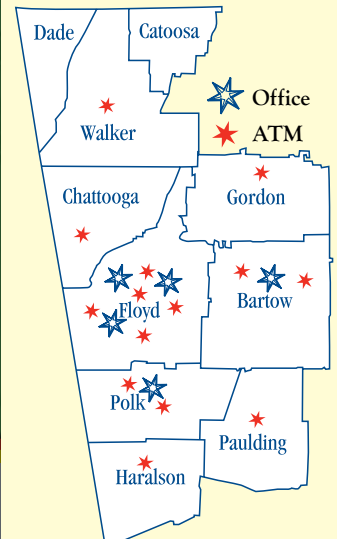
## FINANCIAL FUN AT AREA ELEMENTARY SCHOOLS

Captain Jack Dollar and the Savings Crew have been busy...out and about at area schools spreading the message to all little pirates on how to save their treasure by becoming a member of the Savings Crew and watching their treasure grow. The Captain and Crew recently visited Euharlee Elementary as well as St. Mary's Catholic School, and Hamilton Crossing Elementary. If you would like Captain Dollar and the Savings Crew to come to your school, e-mail him at Capt.Jack\_Dollar@mycvcu.org.



## LOCATIONS LOCATIONS LOCATIONS

Serving the 10-County  
Coosa Valley Region



### Main Office

2010 Redmond Circle  
Rome, GA 30165  
706-235-8551

### East Rome

1504 Dean Avenue  
Rome, GA 30161  
706-292-0678

### Cartersville

1149 N. Tennessee St.  
Cartersville, GA 30120  
770-382-7234

### Cedartown

819 North Main St.  
Cedartown, GA 30125  
770-748-4901

### Armuchee

3040 Martha Berry Hwy.  
Rome, GA 30165  
706-234-6630

## CVCU Sponsored Events in Your Communities

Join in the Fun! Would you like to find great bargains? Do you like concerts? Do you enjoy car shows? Does your family have fun at festivals? We have all of these waiting for you at 7 great events sponsored by Coosa Valley Credit Union.

Don't miss the Northwest Georgia Women's Expo in Cartersville if you want great deals on home products, fashion accessories and health opportunities. The Tom Clayton Summer Concert Series combines terrific entertainment with a vintage car show. The Roman Roast on the River is a festival that is enjoyed by all ages. Mark your calendars for good times in Rome and Cartersville!

**Northwest Georgia Women's Expo**  
*March 31st*

**Roman Roast on the River- Rome, GA**  
*May 11th and 12th*

**Tom Clayton Summer Concert Series- DDA Cartersville**

*April 14th*

*May 5th*

*June 2th*

*June 30th*

*August 4th*



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