

Great Rates. Personal Service.

e•connection

March 2010



Chevron Federal Credit Union

Rate Watch CFCU's Auto Loan vs. Competition

Would you like to purchase a new vehicle that gets better gas mileage? Then come to Chevron Federal Credit Union (CFCU) and get a competitive rate that you can afford! See how we compare to our competition.

Chevron Federal Credit Union (CFCU) offers auto loan rates as low as 4.09%! See how we compare to our competition:

Auto Loan Rate Comparison¹

Institution	Rate ²
Chevron Federal Credit Union	4.09%
Chase Bank	4.32%
Wells Fargo Bank	6.64%

Submit your loan application TODAY and be on your way to purchasing a new car that provides better gas mileage!

For more information, visit www.chevronfcu.org, stop by your local CFCU branch, or call us at 510-627-5000 or toll-free 800-232-8101.

¹ Comparison criteria: new vehicle purchase, 60 month loan term, California, with automatic payments.

² Rates as of 2/22/10. Rates are subject to change without notice. Other conditions may apply.

Great Rates. Personal Service.

Important Tax Season Reminders

The tax season is here and each passing day brings us closer to the April 15, 2010 deadline. Chevron Federal Credit Union (CFCU) is offering the following reminders and tips for you to save money on tax preparation and get your refund quickly:

1. Tax Preparation Discounts

CFCU has partnered with TurboTax®, Jackson Hewitt® Tax Service, and H&R Block® to provide our members with tax preparation discounts.

Tax preparation coupons and discounts are available online, at any

CFCU branch, or by calling Member Services. To take advantage of these special member discounts, you must access these services through our website at www.chevronfcu.org, click on "Insurance & Investments" then "Tax Solutions" to view the available tax preparation options. Note: Jackson Hewitt's coupon expires April 30, 2010, and H&R Block's discount expires April 15, 2010.

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Share the Benefits of Membership

From March 1 - April 30, 2010, Chevron Federal Credit Union (CFCU) will give you \$10 for each new member you refer to CFCU.¹

New members must sign up for the following package of FREE accounts and services:²

- **Member Savings** – We'll provide the \$25 opening deposit!
- **Checking Account** – First order of checks are FREE!
- **Debit Card**
- **PC Access**
- **eStatements**

With this complete money management package, our new members will have convenient, easy access to their money, earn highly competitive dividends, be able to pay their bills FREE through PC Access, and have the security of receiving their monthly statements electronically.

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...\$10 for each new member you refer...

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Haggling for the Best Price on a Home or Car

There is room for negotiation in virtually every purchase you make – especially big ticket items like a car or a new home. Before stepping into a negotiation, read our guide on how to get the best price possible.

First, prepare for your negotiation in three key steps:

- Determine exactly what you want,
- Research to find out what constitutes a fair price for what you want to buy, and
- Figure out what's most important to you and to the seller.

Don't assume that the seller shares your priorities. Yours might be price, but the seller's top desire might be a quick sale.

When you get down to the actual negotiation, these tips can help you get what you want:

- **Invoke higher authority** – In this tactic, the buyer and seller arrive at a tentative agreement, then one party has to get someone to approve the deal. Anyone who has haggled with a car salesperson is familiar with this tactic: You arrive at a price, then the salesperson has to get the manager's approval. You can turn this around by stating that your spouse will have to approve this purchase first, or that you have to consult an expert in the field.
- **Never say yes to the first proposal** – The seller will wonder if he set the price too low and whether he is about to "lose" the negotiation. If you ask for more, you allow the other person to get a win.



- **Make sure to flinch** – The most common tactical mistake that consumers make is to remain calm in the face of a proposal. It's better to appear shocked and surprised by an "outrageous" offer, even if it's not really unreasonable.
- **Squeeze your opponent** – You say, "I'm sorry, but you'll have to do better than that." Then don't say a word. Chances are that you'll get a more reasonable offer. Usually people can't stay quiet, they blink and fill in the silence with words that drain all the power out of their rejection.
- **Never offer to split the difference in price** – Always wait for the other side to split the difference; it gives your opponent a feeling of winning and, if you split the difference again, it'll be in your favor.
- **Save a small concession** that you're willing to give up at the end so the other side can feel the satisfaction of winning something.

You might not feel comfortable using these tactics but, the experts say, they will probably end up being used on you.

When you decide on a purchase price for the home or automobile, be sure to contact Chevron Federal Credit Union for great rates on a loan.

Visit www.chevronfcu.org, stop by your local branch, or call us at **510-627-5000** or toll-free at **800-232-8101** for more information on our mortgages and consumer loans.

Share the Benefits of Membership

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For more information, please stop by your local CFCU branch or call us at **510-627-5000** or toll-free **800-232-8101**.

¹ \$10 offer is limited to existing members only. New member must sign up by April 30, 2010. The referred member must open all the services listed above for referring member to receive \$10. \$10 will be credited to referring member's savings account by June 30, 2010.

² New members must be eligible for membership and join by April 30, 2010. New members must sign up for the entire package (Member Savings, Checking, Debit Card, PC Access, and eStatements) and maintain these accounts for one year; otherwise, the member will forfeit the \$25. This offer cannot be combined with any other offer or promotion. Other restrictions may apply.

Apply for a David P. Smay Scholarship

CFCU is offering graduating high school seniors, 19 years old or younger, the opportunity to apply for a David P. Smay Scholarship and win \$1,000 toward your college tuition! This year's scholarship essay topic is "How can you help your community through today's economic crisis?" Plus, get bonus points by sending us a tweet at @chevronfcu with #scholarship2010 and your last name, or by leaving a message on our Facebook wall. All submissions are due by Friday, April 30, 2010 and winners will be announced on Friday, May 28, 2010. For more information on scholarship eligibility and requirements, please visit www.chevronfcu.org and click on "Youth Services" then "Scholarships," or contact us at **510-627-5000** or toll-free **800-232-8101**.

Tax Season Reminders (cont'd from front)

2. IRA Contribution Deadlines

Traditional and Roth IRAs must be opened and funded by April 15, 2010 in order to receive a tax deduction. Filing an extension will not buy you extra time. (Please contact a tax advisor if you have any questions about tax deductibility.)

3. Have Your Tax Refund Deposited Electronically

For convenient and easy access to your tax refund, have it deposited electronically into your Chevron Federal Credit Union (CFCU) account! Simply provide your tax preparer the account number you wish your refund deposited into along with CFCU's routing number: **321075947**.

TIP: Print this reminder and keep it with your tax documents so you don't have to look up our routing number when preparing your tax returns.