

Hi, just a reminder that you're receiving this email because you have expressed an interest in Shell Employees' Credit Union. Don't forget to add shellcu@shellcu.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

**SHELL EMPLOYEES'
CREDIT UNION LTD.**

Getting there. *Together.*

August 12, 2015 - In This Issue:

Save on your insurance premiums

Promos expiring August 31!

SECU Challenges in 2015 - Getting there together



SECU Challenges in 2015 - Getting there together

Over the last many years your Shell Employees' Credit Union (SECU) has achieved significant growth and has demonstrated solid profitability as we serve the varied needs of our membership.

While SECU remains a financially robust and profitable credit union, we are encountering a number of economic environment challenges in 2015 that, if continued, are likely to impact the dividend yield that SECU can provide to our member shareholders. These challenges include:

- increased interest that

SAVE ON YOUR INSURANCE PREMIUMS THROUGH OUR GROUP RATES!

Available through Bow Valley Insurance

Did you know that one of the perks of being a Shell Employees' Credit Union member is discounted insurance rates through our affiliate insurance provider, Bow Valley Insurance? Our members who already deal with BVI can vouch for the amazing savings they have realized by switching to BVI and taking advantage of the Shell Employees' Credit Union group rate.

You can save more by bundling your insurance policies through their one stop shop! Bow Valley Insurance offers not only home and auto insurance, but also tenant, trailer, travel & medical, and many more.

What are you waiting for? Call (403) 297-9400 to obtain a free quote. Don't forget to mention that you're a Shell Employees' Credit Union member to ensure you get our group rate!

To learn more about Bow Valley Insurance, visit their website at: <http://www.bvinsurance.ca/>

SECU is paying on the new premium savings - maximizing value to our members

- higher competition for loans and mortgages from other financial institutions - tightening our financial margin
- lower Bank of Canada interest rates - directly impacting the SECU bottom line
- lower oil price resulting in a significant reduction in overall lending and economic activity in Alberta
- increased regulatory requirements including increase to reserves as a hedge against economic risk

To be fully transparent SECU is proactively engaging with you, our members, to give an early warning on an expected modest reduction in dividend yield in 2015. This dividend yield, while reduced in comparison to recent historic returns, is expected to match or improve upon the competitive interest rate on a long term deposit.

We, the staff, management, and board of your credit union, remain committed to providing the best overall value to our membership. We are actively pursuing initiatives to improve the value we provide to our members while also responding prudently to the current economic environment



LAST CALL FOR THESE PROMOTIONS!

Offers expire August 31, 2015

With interest rates at an all-time low, good term deposit rates are harder and harder to come by. There are 15 business days left to take advantage of SECU's Summer Term Deposit Promo with rates as high as 2% on 5 year terms. Click below to find out more:



[Summer Term Deposit Deals](#)

The costs of purchasing a new home can quickly add up: legal and other closing costs, inspections, and moving fees can all quickly snowball into a hefty total. If you're not prepared for it, it can turn what is supposed to be an exciting milestone into a stress-ridden event.

With our 1% Cash Back MOREgage promotion, homebuyers receive 1% of their total mortgage amount upon closing. Use this towards covering costs associated with your home purchase, furnishing your new home, or better yet, invest it - it's your call! For more details, click below:

[1% Cash Back MOREgage](#)

and competitive pressures.

We look forward to your continued support and welcome any feedback on the challenges we face together or dialogue on how SECU can best assist you in meeting your individual financial objectives.

Yours in co-operation,

Your SECU team

Overdraft accounts coming soon!

We are excited to announce that we are in the final stages of testing our Single Account Overdraft (SAOD) platform, which will allow our members to apply for overdraft protection on their SECU chequing accounts.



Scheduled for a Fall 2015 rollout, our new overdrafts will give members flexibility in managing funds in between paycheques.

If you're interested in having overdraft protection on your chequing account, please send an email to shellcu@shellcu.com and we can ensure that you're one of the first members we set up with this product!

Student loans & lines of credit

APPLY NOW



Calgary: (403) 718-7770

Scotford: (780) 992-3061;
(780) 992-3978; or
(780) 992-3578

Toll-free (Alberta only): 1-877-582-6222

Email: shellcu@shellcu.com

Website: <http://www.shellcu.com>



[Contact us!](#)