

**1HB**

**FIRST HOME BANK**

FALL 2019

# TRENDSETTERS TIMES

NEWSLETTER



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## WHAT IS A HOME EQUITY LOAN?

Buying a home is typically the largest purchase that many Americans will make in their lifetimes—and most won't own their home outright for 15 to 30 years, depending on their mortgage term. As you pay off your mortgage month by month, the percentage of property that you own increases. This is called "equity," which Investopedia.com defines in real estate as the difference between the market value of the home and how much is still owed to the mortgage lending institution. When you need extra funds, it is possible to take out an equity loan against the value of your home.

### How much can you borrow?

When considering a home equity loan, it is important that you understand how much you can reasonably expect to borrow. Since the loan is based on the equity you have in your home, the house and the property's fair market value must be determined first. While Kimberly Dawn Neumann of *Realtor.com* says that there is no special mathematical formula for determining fair market value, it is generally defined as the price your house would fetch if it was sold.

A licensed appraiser will look at your property and consider factors such as location, condition and size to quote a dollar amount. Once the fair market value is determined, the amount you still owe on your home is subtracted to determine how much equity you have. *Investopedia.com* explains that your lender will typically let you borrow between 80 and 90 percent of your home's equity depending on your credit history.

### What is a home equity loan used for?

If you are looking to borrow against the equity in your home, chances are that you need assistance in making another big purchase. Hal M. Bundrick, CFP, a *NerdWallet.com* columnist, certified financial planner and investment specialist, takes a harder stance and advises that you should only tap into the equity of your home for one of two reasons: the home needs significant repairs, such as a new air conditioner or water heater; or you want to upgrade your home in a way that increases its value. When it comes to the repairs or other maintenance expenses, those costs help to not only keep the value of your biggest investment stable, but could also increase its fair market value. Certain remodeling projects can do the same thing if the upgrades are chosen wisely for the appeal they will add to your home if you were to sell it.

If you are seriously considering applying for a home equity loan, remember that this is a piece of your home being put up as collateral for a loan. *Investopedia.com* points out that these loans typically have reasonable interest rates and might initially seem like a good way to pay off other high-interest debt, like that accrued from credit cards. However, if your home equity loan goes bad, you could lose your house quickly.

Starting with a home equity line is a great way to have access to your home's equity even if you don't have a need today. Before determining if a home equity loan is right for you, just ask us how we can help you access your home's equity.



**BOOK CLUB**

*Meets third Friday of every month • 9:30 AM – 10:30 AM*

Join your fellow bibliophiles for engaging conversation and a complimentary continental breakfast. November Book Club only will meet on Friday, November 29th.

*Seminole Banking Center • 9190 Seminole Blvd, Seminole*

**ENCHANT CHRISTMAS VIP EXPERIENCE**

*Wednesday, December 12 • 4:00 PM - 10:00 PM*

Enchant Christmas is a large-scale, holiday experience featuring the World's Largest Christmas Light Maze, a locally curated food Christmas Market, ice skating trail, live entertainment, and much more. The experience includes ice skating & gourmet holiday buffet dinner in the VIP lounge.

*Tropicana Field \$50.00 Per Person.*

**2019 HOLIDAY CELEBRATION AND YEAR END EVENT PARTY LIKE A YACHT STAR!**

*Tuesday, December 10, 2019 • 6:30 PM - 9:30 PM*

Set sail on a festive holiday Yacht StarShip cruise. Featuring a spectacular three-hour journey, this luxury ship will cruise through the Tampa Bay waterways. *All aboard at 6:30 PM for appetizers and a cash bar.*

The \$30.00 per person ticket will include: hand passed hors d'oeuvres, holiday dinner buffet, multiple decks of entertainment. A DJ for dancing the night away, and live entertainment by 1HB strategic community partner ACT (Arts Conservatory for Teens) are included.

Act fast as there are limited number of tickets available.

*The evening is guaranteed to Rock your Yacht.*

*Clearwater Beach Municipal Marina Slip #55*

**A CLASSIC CROSLY CHRISTMAS;  
A TIMELESS HOLIDAY**

*Tuesday December 17 • 7:30 PM*

Join Gwendolyn and Powel Crosley for a riotous retelling of the Charles Dicken's Classic, A Christmas Carol. Weather permitting, the opening and closing of each show will occur outside on the back patio and it will last 15-minutes each. Tickets are \$25.50, purchase your tickets and bring your receipt to the Sarasota office and we will credit your account. Purchase tickets at the Manatee Performing Arts Center Box Office, online or at 941.748.5875.

*Crosley Estate • 8374 N Tamiami Trail, Sarasota*

**ROCK THE HOLIDAY**

*Wednesday, December 18 • 6 PM - 8 PM*

Back by popular demand for those TrendSetters that did not make the November 14 event. Create keepsake holiday themed rocks with Kathy P and the Santorini Girls, our local artists. Donate a non-perishable food item and enter to win a gift basket. Food and beverages will be served. Reserve your spot early and bring a friend.

*Pinellas Park Banking Center • 5250 Park Blvd, Pinellas Park*

**ANNUAL HOLIDAY LIGHTS IN THE GARDEN**

*Saturday, January 4 • 5:30 PM*

Join your fellow TrendSetters to enjoy an amazing light display at the Florida Botanical Gardens. You will see more than one million twinkling colorful LED lights along with vibrant lasers and lighted figures that will WOW you. Reserve your spot early and bring a friend.

*Florida Botanical Gardens • 12520 Ulmerton Rd., Largo*

**TRIVIA NIGHT**

*Tuesday, January 14 • 6 PM - 8 PM*

Have some fun and share your knowledge to win prizes. Bring a friend that is not a First Home Bank TrendSetter and receive a special gift. Food and drinks provided. Two-hour parking available on the 3rd or 4th floor of the Publix parking garage on 8th St. South.

*Pinellas Park Banking Center • 5250 Park Blvd, Pinellas Park*

**GIRAFFE RANCH FARM TOUR**

*Wednesday, January 22 • 8:45 am*

Enjoy and intimate safari expedition led by experienced guides in customized safari vehicles. You will learn about native and exotic animals and their habitats as you view huge live oaks, native orchids, lush pastures and ephemeral wetlands. The cost is \$50.00 per person which includes transportation, tour and lunch. Register early due to limited seating. Your excursion begins at the Countryside Banking Center, 2520 Countryside Blvd., Clearwater.

*Giraffe Ranch Farm • 38650 Mickler Rd., Dade City*

**DINNER AND DISCUSSION***Thursday, January 23 • 6 PM - 7:30 PM*

Join us for a small presentation from our Financial Advisor, Roderick Jefferson, for an open discussion on capital gains, IRA contributions, Roth Conversions and more.

Dinner to follow.

*St. Petersburg Banking Center • 700 Central Ave, St. Petersburg*

**MANDALA WORKSHOP***Wednesday, February 12 • 6 PM - 8 PM*

Natalia Londono, a local artist will teach a workshop dedicated to learning how to create your own Mandala coaster through this unique painting technique. Reserve your spot early and bring a friend. Sandwiches, chips and beverages will be served.

*Seminole Banking Center • 9190 Seminole Blvd, Seminole*

**THREE SIMPLE STEPS TO A HEALTHIER, HAPPIER YOU***Wednesday, January 29 • 9:00 AM*

Throw out the diets and forget all the conflicting “advice” you read on the Internet. Dr. Dawn MacLaughlin, Mind-Body Eating Coach, will share her top three simple shifts you can make to radically improve your well-being. Receive one of Dr. MacLaughlin’s books Food Fight once preregistered for the event. Coffee and breakfast will be served.

*Countryside Banking Center • 2520 Countryside Blvd, Clearwater*

**BIG CAT HABITAT AND GULF COAST SANCTUARY***Thursday, February 20 • 12:00 PM*

A day spent at the Big Cat Habitat and Gulf Coast Sanctuary in Sarasota is a day filled with awe, wonder, excitement and learning. Purchase tickets for \$18 online at the Big Cat habitat website [bigcathabitat.org](http://bigcathabitat.org), and bring your receipt to the branch where we will credit your account. Don't forget to invite a friend.

*7101 Palmer Blvd • Sarasota*

**TRIVIA NIGHT***Wednesday, February 12 • 6 PM - 7:30 PM*

Have some fun and share your knowledge to win prizes.

Bring a friend that is not a First Home Bank TrendSetter and receive a special gift. Food and drinks provided. Two-hour parking available on the 3rd or 4th floor of the Publix parking garage on 8th St. South.

*St. Petersburg Banking Center • 700 Central Ave, St. Petersburg*

**TO RESERVE YOUR SEAT AND THAT OF YOUR GUEST, EMAIL [Events@FirstHomeBank.com](mailto:Events@FirstHomeBank.com) or call Donna at 727. 399.5610!**

**FIRST HOME BANK KIDS' CLUB**

The wonderful kids in your life can have fun at First Home Bank with our Kids' Club! Membership is open to kids 12 and under, and includes a fun starter kit and free app with financial education geared toward children—plus a 5.01% APY\* on the first \$500 in their Kids' Club savings account. Sign them up today to help set them up for a strong financial future!



\* Kid's Club Savings is a tiered, interest-bearing savings account. The interest rate and corresponding annual percentage yield (APY) are tiered. If the daily balance in the account is \$500 or less, the interest rate paid on the entire balance will be 4.92% with an annual percentage yield of 5.01%. An interest rate of 1.20% will be paid only for that portion of your daily balance that is greater than \$500.00. The annual percentage yield for this tier will range from 5.01% to 1.21%, depending on the balance in the account as of 11/01/2019. Rates are variable and are subject to change at the bank's discretion. Rates are calculated on a daily balance method. Fees could reduce earnings.



# PLANNING YOUR FINANCIAL FUTURE?

**Take your first step here.**

There's no better time than **RIGHT NOW** to begin establishing your financial goals, and there's no better place than **RIGHT HERE**.

Talk to one of us today and discover the benefits of our **advice-centric experience**. Our goal is to set you on your personalized path toward a more secure future.

Roderick Jefferson, Financial Advisor  
DBA / First Home Investment Services  
700 Central Ave, St. Petersburg, FL  
727.258.2978

Securities and insurance products offered through Cetera Investment Services LLC (doing insurance business in CA as CFGIS Insurance Agency), member FINRA/ SIPC. Advisory services offered through Cetera Investment Advisers LLC, a registered investment adviser. Neither firm is affiliated with First Home Bank where investment services are offered. Investments are: • Not FDIC/NCUSIF insured • May lose value • Not financial institution guaranteed • Not a deposit • Not insured by any federal government agency. Advisory services may only be offered by investment adviser representatives in conjunction with the firm advisory services agreement and disclosure brochure as provided.



# \$125 Friend REFERRAL PROGRAM

We love to welcome new TrendSetters, so let your friends 50-and-older know about us. Not only will you help out a friend by giving them the chance to become one of our satisfied customers but you and your friend will both earn \$125\* as well. Simply complete the form below and have the person you referred bring it to any of our office locations to open an account.

## REFERRAL'S NAME:

ADDRESS: CITY: STATE: ZIP:

EMAIL: PHONE:

SIGNATURE:

## REFERRING ACCOUNT NAME:

ADDRESS: CITY: STATE: ZIP:

EMAIL: PHONE:

\*To qualify for the \$125 TrendSetters referral incentive, must be a new First Home Bank customer and qualified to open an account in accordance with our normal standards. Referral incentive is awarded only when a referral results in the opening of a new, personal TrendSetters checking or savings account. TrendSetters Checking Club Account is a tiered interest checking account. The Annual Percentage Yield (APY) for the TrendSetters Club Checking Account is 0.15% APY for balances up to \$1,499, and 0.25% for balances of \$1,500 or more. TrendSetters Club Savings Account APY is 0.25%. Stated APYs accurate as of 11/1/2019. No minimum balance required to obtain advertised APYs. The minimum deposit/balance required to open an account and obtain the advertised incentive is \$100. Fees may reduce earnings on accounts. Rates may change after account is opened. Offer is subject to change and may be withdrawn at any time. We reserve the right to disqualify referrals and reverse incentive payments in circumstances where we reasonably believe they were not made in good faith. To receive incentive payment, account must be open at least until incentive payment is credited to the account. Referral incentive will be awarded within 30 days of all requirements being met.

[FirstHomeBank.com](http://FirstHomeBank.com)



## TRENDSSETTERS CLUB PHOTO ALBUM

### BOOK CLUB

At the monthly Book Club meet-up, book lovers gathered to discuss local authors. TrendSetters enjoyed lively conversation and a complimentary continental breakfast. Make sure to join us at the next Book Club!

### SAFETY HARBOR HISTORY TOUR

On Wednesday, September 18, a group of TrendSetters took a nostalgic stroll through Safety Harbor's historic downtown. After learning about the community's history the group enjoyed lunch at Safety Harbor Spa.

### TAMP BAY RAYS GAME

TrendSetters joined together to cheer on the Rays at their last home game of the regular season on September 25 vs. the New York Yankees! Our home team won the game 4-0 and went on to compete in the post-season.

### BOWLING AND PIZZA PARTY

Seminole Lanes in Seminole, FL hosted a group of TrendSetters for a night of pizza and bowling! It was a great turn out where many laughs were had and even a few strikes!

### WHISKERS AT WORK

On Wednesday, October 16, First Home Bank's Seminole location opened its doors to pets from SPCA. It was a great turn out where TrendSetters enjoyed a light lunch and the company of some four-legged friends.