

TO LEARN MORE ABOUT THE TRENDSETTERS CLUB, PLEASE CALL ONE OF OUR BANKING CENTERS.

[BayFirstFinancial.com/Locations](https://BayFirstFinancial.com/Locations)

SI TIENE ALGUNA PREGUNTA, POR FAVOR LLAME O VISITE UN CENTRO BANCARIO LOCAL.

WINTER 2023

# TRENDSETTERS TIMES

NEWSLETTER





# HAPPY NEW YEAR, TRENDSETTERS!

# W

We hope your holiday season was merry and bright! We're excited for another year filled with fun events together. Thank you for continuing to be a part of the Club.

## *Refer a Friend*

Invite a friend to join the TrendSetters Club! As a thank you, we'll give you and your friend \$150 each when they open their account. Continue reading the newsletter for more details.

## *Get Connected*

Join our TrendSetters Facebook page to stay up to date on all TrendSetters news! To join, just search BayFirst Bank TrendSetters Club on Facebook and make sure to give us a "like" to stay informed.

## *Stop By*

Our eighth banking center is now open in West Bradenton! Come visit at 2102 59th Street W. Bradenton, FL. We look forward to serving the West Bradenton community!

## *Let's Chat!*

We always love hearing from you! If you ever have any questions, suggestions for events, or just want to say hi, please email [TrendSetters@bayfirstfinancial.com](mailto:TrendSetters@bayfirstfinancial.com). We look forward to seeing you all at our upcoming events!



# FALL 2022 EVENTS



*FBI Lunch & Learn*



*Bingo*



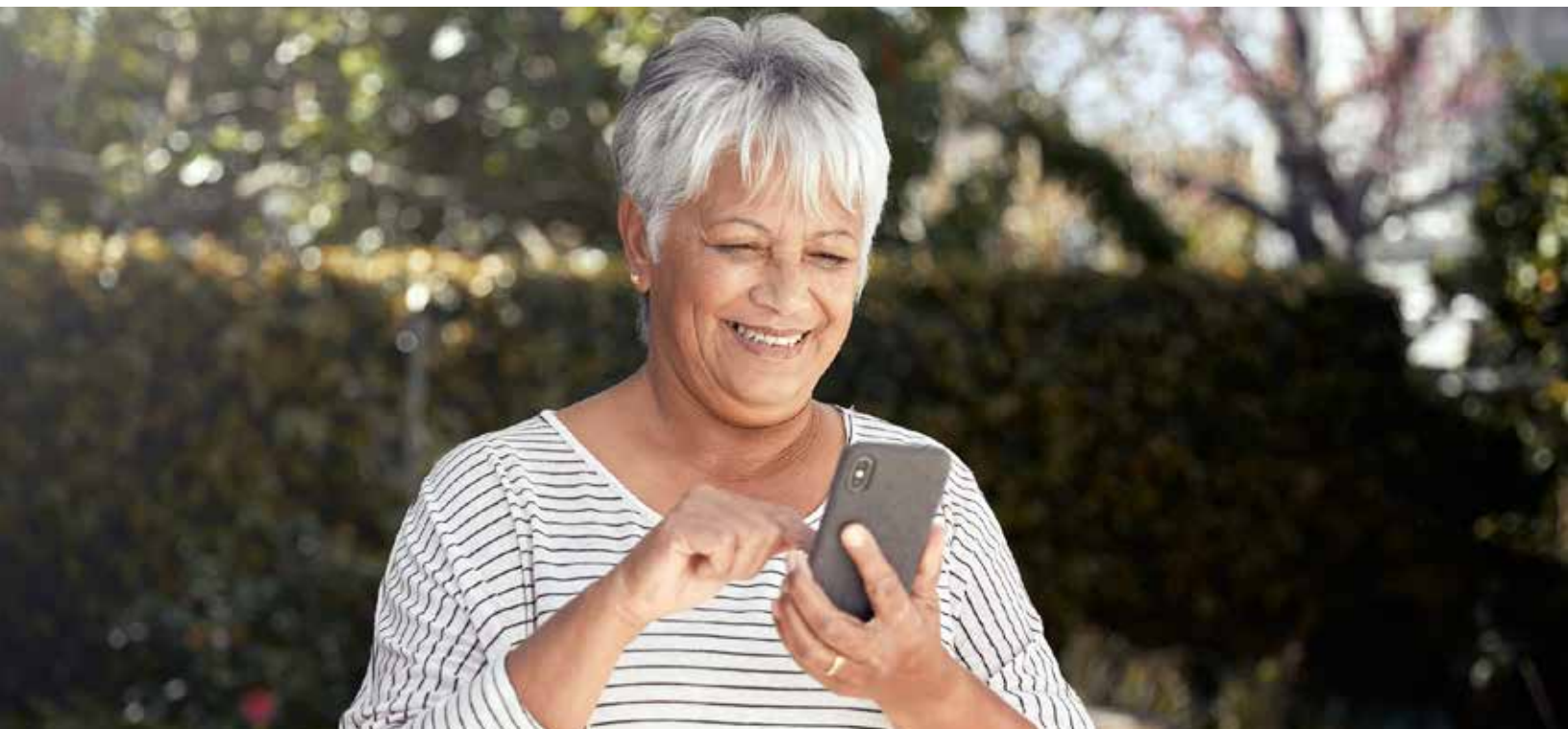
*Holiday Cruise*

# MONITORING YOUR CREDIT SCORE WITH OUR MY CREDIT MANAGER TOOL

**Y**our credit score is an important piece of your overall financial health puzzle. This three-digit number is a representation of your creditworthiness based on your credit history. It helps determine what loans you qualify for, the interest rates you will pay, what your credit limits will be, and more.

Since your credit score can affect many big financial decisions, it's important to monitor yours regularly to ensure you are in good standing. You can now track and manage your credit for free with our new credit monitoring tool, My Credit Manager, available through BayFirst's online banking and mobile app. Best of all, you just have to log in to get started. With My Credit Manager, you also get access to these tools:

- **Change Alerts** – get notifications if your score or report changes.
- **Credit Score Simulator** – see how your credit score might change when you take out a loan or get a new credit card.
- **Debt Analysis** – monitor your debt in one spot, see open balances, monthly payments and more.







After reviewing your credit score, you may find yourself looking to improve it. There are many ways to do this, and the experts at BayFirst have compiled a list of tips to help get you started.

1. **Pay your bills on time.** Paying your bills on time and in full will also help you avoid paying additional interest, so you can save money while improving your credit score.
2. **Use less than 30% of your credit limit.** Credit utilization (how much you owe compared to your limit) is a major factor in your credit score, and it's recommended that you keep the percentage of the total credit that you use below 30%.
3. **Request a higher credit limit.** Then don't use it! Increasing your credit limit will increase the amount you can borrow and help keep your credit utilization rate down.
4. **Keep older credit accounts open.** You don't have to use them, but lenders prefer to see established credit history.
5. **Maintain a variety of credit account types.** There are several different types of credit account types – credit cards, student loans, and mortgages are a few that will help diversify your portfolio.

Have further questions regarding My Credit Manager? Visit one of our banking centers or give us a call at 833.698.2265 to learn more.

[BayFirstFinancial.com/Locations](https://www.BayFirstFinancial.com/Locations)



## TRENDSETTERS TIPS

If you're over age 72, each year you must take required minimum distributions (RMDs) from your retirement accounts. Failing to do so results in a hefty penalty—50% of the amount you should have withdrawn.

But what if you don't need the income? What if taking the RMD will increase your tax burden or Medicare insurance premiums?

Enter: the **Qualified Charitable Distribution (QCD)**.

To avoid receiving your RMD as income, you can transfer up to \$100,000 from your IRA to a qualified charity. This satisfies your RMD and prevents any unwanted additional income that would increase your tax burden. Importantly, a donation you make from income you've already received doesn't qualify as a QCD. If you have any questions about RMDs or QCDs, or need assistance with your financial and tax strategy, don't hesitate to contact Financial Advisor Roderick Jefferson.

\*This communication is designed to provide accurate and authoritative information on the subjects covered. It is not, however, intended to provide specific legal, tax, or other professional advice. For specific professional assistance, the services of an appropriate professional should be sought.



**Roderick Jefferson**

*Financial Advisor*

DBA/BayFirst Investment Services

727.258.2978

Roderick.Jefferson@bayfirstfinancial.com

**CONTACT ME TODAY!**

# REFER A FRIEND | GET PAID

# \$150\*

FOR YOU AND YOUR FRIEND!

We love to welcome new TrendSetters, so let your friends who are 50 or better know about us and we'll reward you both with \$150 as a thank you for your support!

CALL OR VISIT YOUR NEARBY BANKING CENTER TO GET STARTED



\*To qualify for the \$150 TrendSetters referral incentive, you must refer a new BayFirst Bank customer who is 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. 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. The \$150 referral incentive will be reported to the IRS in accordance with applicable law. The Trendsetters referral incentive will be paid within 30 days of the new account being opened.

To qualify for the \$150 bonus, you must be a new BayFirst checking customer and qualified to open a checking account in accordance with our normal standards. You must establish direct deposit or auto transfer to your new account. Your account must remain open for 90 days. Your account must be open in order to receive the \$150 bonus. BayFirst will match up to \$150 for direct deposits or auto transfers within the first 90 days of account opening. The deposit match will be deposited on the 91-100 day after account opening. This offer cannot be combined with any other offers or coupons, may change at any time, and may be withdrawn at any time. Only one offer available per person. There is a \$100 minimum to open and no minimum balance required. The \$150 bonus will be reported to the IRS in accordance with applicable law. This is not an interest-bearing account. The Trendsetters referral bonus will be paid within 30 days of the new account being opened. Offer expires 3/31/2023.

# WINTER EVENTS

REGISTRATION FOR THESE EVENTS OPENS ON WEDNESDAY, JANUARY 18 AT 9:00 A.M.

REGISTER ONLINE AT [BAYFIRSTFINANCIAL.COM/TRENDSETTERSEVENTS](https://www.bayfirstfinancial.com/trendsettersevents)

EVENTS DO SELL OUT, SO REGISTER EARLY.



## VISION BOARD PARTY

January 25, 2 p.m.

Belleair Bluffs Banking Center | 401 N. Indian Rocks Rd.

Visualize your future with us as we create our own vision boards! Community leader Marya Flurnoy will guide us through crafting a vision board for future fun, travel, friendships and more. Light bites and refreshments will be provided.

**Exclusive TrendSetters Rate: \$10 per TrendSetter**



## MUSIC MATINEE

February 22, 12 p.m.

David Cohen Hall | 709 N. Tamiami Trail, Sarasota

Enjoy a free music matinee performance by critically acclaimed Duo Pianists Michael Baron and Priscila Navarro. The duo performs a wide range of music, from classical to popular with electric energy and melting lyricism. This is a show you don't want to miss!

**Exclusive TrendSetters Rate: FREE**



## EARLY BIRD DINNER THEATER

February 2, 11 a.m.

Early Bird Dinner Theater | 13355 49th Street N., Clearwater

Join us for a matinee showing of *Birthday Club* by Phil Olson. This humorous play follows five women who get together for their birthdays to drink, celebrate, commiserate, and support each other as they negotiate through marriage, work, divorce, birth and kids, while solving the problems of the world. Lunch and gratuity is included with your ticket price.

**Exclusive TrendSetters Rate: \$25 per TrendSetter**



## TRIVIA

March 2, 6 p.m.

Seminole Banking Center | 9190 Seminole Blvd.

Test your knowledge with a game of Trivia at our Seminole Banking Center! There will be a variety of questions asked. Light bites and refreshments will be provided.

**Exclusive TrendSetters Rate: \$5 per TrendSetter**



## MUSEUM OF FINE ARTS

February 16, 1 p.m.

Museum of Fine Arts | 255 Beach Dr. NE, St. Petersburg

Immerse yourself in the world of art as we tour the Museum of Fine Arts St. Petersburg! Highlights include masterpieces from Monet, O'Keeffe, De Kooning, Wiley and others, plus a sculpture garden and one of Florida's most respected photography collections.

**Exclusive TrendSetters Rate: \$8 per TrendSetter**



SCAN OR VISIT

[BAYFIRSTFINANCIAL.COM/TRENDSETTERSEVENTS](https://www.bayfirstfinancial.com/trendsettersevents)  
TO REGISTER!

## REGISTRATION DETAILS

To register, please visit [www.BayFirstFinancial.com/TrendSettersEvents](https://www.BayFirstFinancial.com/TrendSettersEvents). Participants must register via Eventbrite as we can no longer process registrations at our banking centers. If you need any assistance navigating Eventbrite, please email [TrendSetters@bayfirstfinancial.com](mailto:TrendSetters@bayfirstfinancial.com). Each TrendSetter attending the event must register individually with name and email address. Even if the event is free, you must still register in order to attend. We are happy to offer these events at our **Exclusive TrendSetters Rate**, which is typically discounted by 50% of the normal purchase price (For example, a ticket to the Early Bird Dinner Theater is typically \$50. As a TrendSetter, you only pay \$25 and we cover the rest!) Email is our preferred method of communication with our guests. Once registered, please check your email that you registered with for registration confirmation, additional information about the event and any updates that may occur. These events sell out quickly so be sure to register as soon as possible. Once an event is sold out, we invite you to join the waitlist on Eventbrite. We will contact you if any spots become available. Thank you for understanding and participating!