



Financial Services FCU

Big Enough to Serve, Small Enough to Care

www.genfed.com

What's New at GFCU



November 2009

COMING SOON!

GenFed will be getting new, updated eStatements along with a new

HomeBanking site with eAlerts PLUS mobile banking. Keep watching for your chance to win an iPhone in 2010.

Dear Christine,

This eNEWSLETTER is a monthly briefing of consumer news, member specials and updates exclusively for members of GenFed FCU!

Special Notes:

Our website received a makeover! GenFed's website at www.genfed.com got a new look and the new site is up and running. Come by and check out the improvements!

Did you know many of our branches are open on Saturdays? Visit www.genfed.com and click "Hours & Locations" under "Join GenFed" to find out if your branch is open on Saturdays!

GenFed is on FaceBook! Visit our FaceBook page here and become a Fan of GenFed!

DeposZip Remote Deposit Service NOW AVAILABLE! GenFed's new remote deposit program, DeposZip, which allows you to make deposits from your home or office, is available now! All you need is a scanner! Log into HomeBanking, click on 'Direct Deposit' and then on 'Remote Deposit' to get started. Visit www.genfed.com and click on 'Electronic Access' and then 'Remote Deposits!' for more information.

Debt in Focus

We have launched "Debt in Focus," a new online debt management tool created by the Filene Research Institute. The program helps members improve credit scores and better manage debt.

It takes about 10 minutes to complete and will provide you with an in-depth analysis of your financial position. The service is free so click here to take advantage of this valuable tool.

Just one more benefit of being a GenFed member/owner.

Get Your Best Deal By Keeping it Separate

Buying a new car requires you to take your time and do your homework before visiting a dealership. Rushing through a car deal invites a dealer to potentially take advantage of you. A good way to get the best car deal is to make purchasing the vehicle, financing the vehicle, and trading the vehicle three separate transactions.

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GREAT RATES!

- Cars, Trucks and Most Vehicles as low as 4.99% APR
Personal as low as 6.50% APR
Home Equity or Improvement as low as 4.75% APR
Home Equity Line of Credit as low as 2.75% APR
3/3 ARM as low as 3.75% APR
Balloon Loan as low as 5.25% APR
Platinum MasterCard as low as 9.96% APR
Savings-Secured Loan as low as 3.25% APR
Certificate-Secured Loan as low as certificate rate plus 2% APR

CERTIFICATES

- 3 months* 0.30% APY
6 months 0.75% APY
9 months 0.90% APY
12 months 1.15% APY
18 months 1.50% APY
24 months 1.85% APY
30 months 2.10% APY
36 months 2.36% APY
48 months 2.75% APY
60 months 3.25% APY

IRA CERTIFICATES

Financing Your Vehicle

Take charge of vehicle shopping and you'll be in the driver's seat. Visit us before you shop and you'll be more prepared for the adventure. By getting preapproved for a loan before you shop, you'll know exactly what you can afford and what price range to tell the dealer you're looking for.

Buying Your Vehicle

Reduce your purchase price by looking for the dealer cost or "invoice price" on sites like NADA Guides (nadaguides.com) and Edmunds.com. Better yet, visit or call your GenFed branch to find out exactly what the vehicle costs and get price information before you shop.

Trading in Your Used Vehicle

Get an advance idea of your car's value. You at least will be able to tell if the trade-in offer from the dealer is in the right ballpark. Check NADA Guides (nadaguides.com) and Edmunds.com for an idea of the trade-in price for your car. We'd be happy to help you figure out the trade-in value of your vehicle before you visit the dealership.

GenFed Financial Services FCU has your best interest at heart by providing you with as much information as possible to help you get the best deal when you visit the dealer. Contact us before you shop and we'll give you the tools you need to work the best deal.

Privilege Pay Is the Smart Way

When you're busy it's easy to lose track of your checking account balance. GenFed's Privilege Pay program can benefit you in these ways:

- No embarrassment from returned checks/debits
- Avoid service or membership cancellations
- No additional fee charged by merchants for returned checks/debits
- No hassle if you don't have the funds in your account, if for instance you forget to deposit your paycheck.

If you qualify, GenFed will cover your check/debit, up to a certain amount, if for some reason your account is overdrawn. This service kicks in after you use your standard overdraft protection from savings or your overdraft loan. You'll pay a fee, but it will be a lot less than the fees you would have accumulated without this protection.

For more information about GenFed's Privilege Pay program give us a call.

WANTED: Loan Pre-Approvals!

- 12 months
1.15% APY
- 18 months
1.50% APY
- 24 months
1.85% APY
- 30 months
2.10% APY
- 36 months
2.36% APY
- 48 months
2.75% APY
- 60 months
3.25% APY

HEALTH SAVINGS ACCOUNTS (HSAs) ARE NOW HERE!

A Health Savings Account is a tax-exempt account in which you accumulate savings to pay medical expenses that make up your deductible or that are not covered by your plan. This could be a great way for you to save money on medical expenses. If you have a high-deductible health plan, then you may be able to get up to 1.50% APY on your deposits with a GenFed Health Savings Account to help with medical expenses. If you already have your HSA established elsewhere, make sure to compare the rates, fees and interest to GenFed's account! We'll likely save you money.

- NEW HSA RATES
- \$0-\$2,499
0.50% APY
 - \$2,500-\$9,999
0.75% APY
 - \$10,000 and over
1.50% APY

\$100 minimum.

NOW AVAILABLE

37-Month Bump-Up Certificate
2.22% APY**

We are thrilled to offer, for a limited time, our Bump-Up Certificate!

This certificate allows you to increase the rate of your Saving Certificate to that of our current standard rate

REWARD: \$50

Don't get bullied at the dealership! **Come to GenFed and get your low-rate auto loan pre-approved and we'll give you \$50 cash when you come back and close your loan!**

Save time and money when shopping for your new vehicle. Not only will GenFed give you a great rate on an auto loan, we can also:

- Give you the NADA values on your trade-in and the vehicle you hope to purchase
- Set up payroll deduction or direct deposit so your loan payment is never late
- Set up semi-monthly payments so you can pay off your loan faster and save money in interest

With rates as low as 4.99% APR, why go anywhere else for your loan? **Remember to get pre-approved at GenFed so you can get your \$50 when you close your loan AND get the best deal on an auto loan.** Don't get bullied, get paid!

All loans subject to approval and terms. Minimum loan amount is \$5000.00 and loans with Flex Rate approvals are ineligible. There is a limit of one incentive per member.

one time during the life of your certificate!

There are NO limits so the rate can go as high as our current standard rates!

There are no time limitations for exercising the 'bump'.

Don't have enough saved up for the \$1,000 minimum for a certificate? Open our new Certificate Accumulator account that allows you to put aside a smaller amount each week or month until you have enough saved to be able to take advantage of one of GenFed's great certificate rates while earning interest!

Ask us for details!

Financial Literacy for Youths

MoneyAndStuff is a free, online financial resource from the financial experts at Ohio's credit unions. Ohio credit unions offer great rates and convenient services to more than 2.6 million Ohioans who are credit union members. MoneyAndStuff.info is just one more way to help educate kids, teens and adults. Visit MoneyAndStuff online at www.moneyandstuff.info/.

Get your money working towards your goals and future without sacrificing the present with **MoneyMix™: Launch Your Life**. It's a free collection of financial tools and articles geared specifically for the opportunities and challenges young adults are facing today. You can even discuss ideas and issues with peers on our interactive blog. Visit the Young Adult Member Information page under the Savings tab at www.genfed.com for more information.

GenFed services are for our members only, not everyone else in the country. We know you. We work hard to help you handle your financial affairs. We care about you. And remember, because GenFed is a not-for-profit cooperative, people are worth more than money here.

Contact Information

Akron	330.784.5451
Antwerp	419.258.5151
Bryan	419.636.1053
Centralia	618.532.9524
Fairlawn	330.835.9103

Lorain	440.282.4606
Mt. Vernon	618.244.1077
Sheffield Lake	440.949.1782
Shelbyville	317.392.6230
Wadsworth	330.336.2150
Wadsworth North	330.336.3556

Please make sure to contact your local branch with any changes in your mailing address and/or phone number(s).

NEVER enter personal details including account numbers, PINs or Social Security Numbers into a web page link that has been sent to you via email. GenFed Federal Credit Union will never request personal information from members via email. If you have entered account information from a link in an email claiming to be from GenFed Federal Credit Union, call your local branch.

For this reason, GenFed will no longer include links to HomeBanking in any of our emails. Please type the address into your web browser to enter our site. For further convenience, remember to add GenFed to your 'Favorites' list.

Refinance of existing GenFed loans subject to applicable fees & conditions. Other rates and programs apply to new money only. Loans subject to approval and terms. Loan rates as of 11/1/09 and include full discounts. We may offer different rates in the future. Contact your branch to determine your discounts. Vehicle loan terms may be limited, based on age of vehicle. Annual percentage yield (APY) on regular savings is accurate as of the last declaration date of 10/1/09. Other savings rates are as of 11/1/09. Penalty will be imposed for early withdrawal on certificates. Certificates have \$1000 minimum. Certificate rates subject to change at any time. Disclosures available upon request. Fees or early withdrawals could reduce earnings on accounts. Contact GenFed staff for more information about current rates, terms and fees. Variable rate HELOC with no minimum rate (floor). Rate tied to the Prime Rate and will not exceed the Prime Rate as published in the Wall Street Journal. The rate will only rise if Prime rises and will not exceed 18.00% APR, even if Prime rises above that. ARM rate adjustment at each 36th month increment. Annual Percentage Rate (APR) for share secured advances will be adjusted quarterly to three percentage points above share dividend rate which was paid at the end of the previous quarter. The Annual Percentage Rate can change quarterly on the 10th day of the month, January, April, July and October. The interest rate will never be less than 3.00% per year and the maximum rate will not exceed 18.00%. When the rate changes, the payment may be adjusted. *3 month certificate is for MINORS ONLY with a minimum of \$500. **Available on new money only. Minimum deposit is \$1,000. One rate increase can be requested and performed during the life of the certificate to a current standard rate. Bumps will be made to the rate available for the term closest to, but no greater than, the number of months remaining on the Bump-Up Certificate. Will roll over into S1 Share Savings account at maturity.

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Forward email

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