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Subject: News from GenFed Financial



What's New at GenFed Financial



October 2011

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

Special Notes:

Don't keep us a secret! GenFed membership is now open to ANYONE who lives, works or worships in a county where we have a branch plus Erie County, Ohio! Spread the word about GenFed's great rates and personal service.

We have eAlerts! Get email or text alerts for account activity. To set it up simply log into Home Banking as usual, click the 'Accounts' tab and then 'eStatements/eNotices'.

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 Twitter! [Follow us!](#)

ZashPay is here! GenFed's Bill Pay service now offers the ability to send

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LOANS

Cars, Trucks and Most Vehicles

as low as 3.99% APR

Personal

as low as 7.40% APR

Home Equity or Improvement

as low as 4.25% APR

Home Equity Line of Credit

as low as 4.00% APR

3/3 ARM

as low as 3.25% APR

Balloon Loan

as low as 3.50% APR

Savings-Secured Loan

electronic payments to individuals! This new feature is called ZashPay. The ZashPay feature will allow you to send an electronic personal payment to anyone with an email address or mobile phone number. The cost for this feature will be \$1.00 per transaction. For more information call your branch.

Think you are headed for trouble? Do you feel your bills are starting to get away from you? Before contacting an outside agency that may make false promises or actually hurt you more, come to GenFed. If you're not comfortable dealing with creditors or feel overwhelmed by the task of getting your financial house in order, take advantage of the services offered by GenFed Financial.

GenFed members now get a discount at dell.com! To see what kind of deals you can find, visit www.dell.com/cuprogram or call 866-257-4711 and use reference Member ID: GS105471105.

Stay Off the Phishing Hook

Double-check that spam filter: In the wake of recent high-profile data breaches, you could be exposed to potential phishing scams.

Phishing occurs when scammers send e-mails that appear to be from legitimate companies in an attempt to acquire your personal information, such as account numbers. The scams can become even more deceptive-and convincing-when crooks obtain and use your name to target messages directly to you.

Take these steps to protect your personal information from phishing attempts:

- **Avoid links.** Links contained in suspicious e-mails could direct you to fraudulent websites or to dangerous malware.
- **Don't share information.** Legitimate companies will never ask for sensitive information via e-mail.
- **Talk it over.** Make sure all family members with an e-mail address know how to spot a phishing e-mail.
- **Get secure.** Before submitting personal or financial information online, look for https at the beginning of a URL to know a website is secure.
- **Watch for errors.** E-mails that contain frequent spelling mistakes or poor grammar usually signal a scam.
- **Don't wire money.** Never wire money in response to an e-mail request or to anyone you don't know.
- **Protect your computer.** Update and run antivirus programs regularly.

Financial Literacy for Youths

Get your money working towards your goals and future without sacrificing the present with MoneyMixTM: 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.

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/.

'Try On' Your Car Payment

You already know that car loans cost less when you can pay a portion of a vehicle's purchase price in cash. Makes sense-you borrow less when you have a down payment.

But coming up with that down payment can be a challenge. And then, once you have a car loan, that monthly payment can be a tight fit in your budget.

Here's a tactic that gets you closer to the down payment you wish you had, and can also let you "try on" your car loan payment on a trial basis, no strings attached.

Just save what you expect your car payment will be for several months in your down payment fund. Two things happen:

1. First, you build up that down payment to an amount that can make a genuine difference in your eventual car loan.
2. Second, you get to audition your car loan, with the luxury of stopping that "payment" if it really is too much for your budget.

There's no down side. You can stop payments at any time, without penalty, because you're making the payments to yourself.

This tryout can serve as a reality check for your plans to buy a car. You might have the pleasant experience of realizing that you can handle a car loan without too much pressure-or you might learn that you need to wait a bit longer, save a bit more, or plan to buy a less expensive car. What you learn during this trial period will pay dividends for all the time you own and drive your next vehicle.

as low as 3.20% APR
Certificate-Secured Loan
as low as certificate rate plus
2% APR

Platinum MasterCard
as low as 9.96% APR

CERTIFICATES

3 months*
0.25% APY
6 months
0.25% APY
9 months
0.25% APY
12 months
0.25% APY
18 months
0.40% APY
24 months
0.70% APY
30 months
0.90% APY
36 months
1.10% APY
48 months
1.50% APY
60 months
2.00% APY

IRA CERTIFICATES

12 months
0.25% APY
18 months
0.40% APY
24 months
0.70% APY
30 months
0.90% APY
36 months
1.10% APY
48 months
1.50% APY
60 months
2.00% APY

HEALTH SAVINGS ACCOUNT

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 0.90% 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
0.25% APY
\$2,500-\$9,999
0.30% APY
\$10,000 and over
0.90% APY

\$100 minimum.

37-MONTH BUMP-UP CERTIFICATE

1.03% 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 one time during the life of your certificate!

A GenFed loan officer can help you determine how much car you can afford and can even preapprove you for a car loan. Call your local branch or stop in today to talk about your plans.

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

You're more than a score

At GenFed, we use more than a credit score to decide when to grant a loan. GenFed doesn't participate in risk-based lending and, with our approval system, members can understand the criteria. GenFed takes time to find out what's behind the score. We look at more than the number. As an owner of GenFed, we owe you that much.

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!

WE'RE HERE TO LISTEN

We know you're busy and it is pretty easy to lose track of your expenses. If you have made a mistake, let us know. We will try to be flexible and help remedy the situation. Don't forget you can use HomeBanking from your computer or mobile phone at www.genfed.com to keep track of your balance.

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 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, 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 10/1/11 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 10/1/11. Other savings rates are as of 10/1/11. 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 a 4.00% APR minimum rate (floor). Rate tied to 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. HELOC holders are notified quarterly of rate and payment changes. ARM rate adjustment at each 36th month increment. The interest rate for the ARM is tied to 3-year Treasury Constant Maturities found at www.hsh.com and will never be less than the floor rate of 3.25% and will not exceed 18.00%. 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. **Education IRA increases not available on special terms (items in bold) or with any other coupons or special offers. ***'Hybrid' as defined by <http://www.fueleconomy.gov>. ****Available on new money only. No other coupon increases available. 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.

Please do not reply to this email. For assistance call your local branch or email info@genfed.com

[Forward email](#)



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This email was sent to ccrew@genfed.com by [smart\\$@genfed.com](mailto:smart$@genfed.com) |

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