

WHAT'S NEW

GenFed Financial

January 2015

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

YOU SPOKE, WE LISTENED

You've told us you want it and we can now announce that the GenFed app for iPhone, Andriod and Windows is NOW AVAILABLE! Get it on Google Play™, in the App Store and in the Windows Store.

Your Credit Union: The More You Use It, the More You Save

Did you know that in the last calendar year, America's credit unions provided their members nationwide with \$7.3 billion in financial benefits? That's an average of \$140 per member household according to Credit Union National Association's economics and statistics department.

Credit unions save members money by charging lower interest rates on loans and paying higher interest or dividends on deposit accounts and investments. They also charge fewer and lower fees. So the more you use our credit union, the more you save.

Consider this: Financing a \$25,000 new car for 60 months at GenFed could save you an average of \$161 per year in interest expense compared to what you would pay at a banking institution. That's \$805 in savings over five years. And we pay higher interest on money market accounts than the average bank in the state does.

The main reason GenFed can offer a better value is that we're a member-owned, not-for-profit cooperative. We exist to meet members' needs, not to make a profit and maximize the wealth of outside shareholders, as banks do.

Consumers recognize and value credit union financial benefits. Furthermore, a variety of surveys consistently show that members see credit unions as more trustworthy and believe they deliver superior member service. For example:

- The Financial Trust Index from the Chicago Booth/Kellogg School reported that trust in U.S. banks stood at 35% at year-end 2013. In contrast, trust in credit unions was highest among all financial firms—58% at year-end 2013.

- The American Customer Satisfaction Index reported consumer satisfaction with credit unions broke all records for 2011 and remained well above the bank average in both 2012 and 2013, and 2014. Credit unions' score in 2014 was 85 (on a scale of 0 to 100), while banks scored 76.

- Recent credit union membership growth makes it clear that the public values the credit union difference. Credit union memberships are now growing at more than two times the rate of U.S. population growth. Today, credit unions claim 100 million memberships—a total equal to 32% of the U.S. population.

When you look at credit unions vs. banks, the difference matters.

SPECIAL NOTES:

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

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'.

RATES

LOANS

Home Equity Line of Credit	as low as 3.00% APR
3/3 ARM	as low as 3.375% APR
Balloon Loan	as low as 3.75% APR
Savings-Secured Loan	as low as 3.10% APR
Certificate-Secured Loan	as low as certificate rate plus 2% APR
Platinum MasterCard	as low as 9.96% APR
Cars and motorcycles	as low as 2.24% APR
NO PAYMENTS FOR 90 DAYS!	
Boats and RVs	as low as 2.99% APR
NO PAYMENTS FOR 90 DAYS!	
Personal Loans	as low as 5.99% APR
First Mortgage NO PMI!	as low as 3.49% APR

CERTIFICATES

3 months*	0.15% APY
6 months	0.30% APY
9 months****	0.60% APY
12 months	0.50% APY
18 months	0.60% APY
24 months	0.90% APY
30 months	1.00% APY
36 months	1.20% APY
48 months	1.60% APY
60 months	1.85% APY

BUMP-UP CERTIFICATES***

37 months	0.85% APY
57 months	1.20% APY

These certificates allow you to increase the rate of your Saving Certificate to that of our current standard rate one time during the life of your certificate!

IRA CERTIFICATES**

12 months	0.50% APY
18 months	0.60% APY
24 months	0.90% APY
30 months	1.00% APY
36 months	1.20% APY
48 months	1.60% APY
60 months	1.85% 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. 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.

\$0-\$2,499	0.15% APY
\$2,500-\$9,999	0.20% APY
\$10,000 and over	0.80% APY

\$100 minimum.

Don't keep us a secret! GenFed membership is open to the communities we serve! Spread the word about GenFed's great rates and personal service.

Contact Us:

Akron (330) 784-5451
Antwerp (419) 258-5151
Bryan (419) 636-1053
Centralia (618) 532-9524

Fairlawn (330) 835-9103
Lorain Baumhart Rd (440) 282-4606
Lorain Oberlin Ave (440) 282-1660
Mount Vernon (618) 244-1077

Sheffield Lake (440) 949-1782
Shelbyville (317) 392-6230
Wadsworth Grt Oaks (330) 336-3556
Wadsworth S Lyman (330) 336-2150

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For more information about our secure email option, click here.

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GenFed[®]
Financial
Your interest at heart

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 1/1/15 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 1/1/15. Other savings rates are as of 1/1/15. 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 3.00% APR minimum rate (Floor) 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 standard 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-Only Certificate. Will roll over into S1 Share Savings account at maturity. *****New Money only.

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