



BRIGHT HORIZONS

2

A Message from
Our President & CEO

3

Checking is Better Than
Ever with Purchase Rewards

4

Did you know...
Real Estate Terminology

5

Get Your Refund Faster
with TurboTax® Online™

6

Retirement Saving
Options



GO PLATINUM

- 3 POINTS** U.S. supermarkets & wholesale clubs
- 2 POINTS** Gas stations
- 1 POINT** All other purchases

All the time.

MOVE YOUR BALANCES WITH:

0% APR¹

Introductory APR for 12 months on purchases and balance transfers made within the first 60 days.

After that, the APR will be 9.99 - 15.99% based on your creditworthiness.

**Limited time offer:
NO BALANCE TRANSFER FEES!²**

gecreditunion.org/platinum

Rate and details are accurate as of December 11, 2017 and are subject to change. Full terms and details for all cards and rewards programs will be included with your card and can also be found at: gecreditunion.org/platinum. APR= Annual Percentage Rate. ¹**Platinum Card:** Your APR will be 9.99% to 15.99% APR, based on credit worthiness. The APR may vary (increase or decrease) on a quarterly basis and is determined by adding our margin to the Prime Rate as published in The Wall Street Journal effective for the first day of January, April, July, and October of every year. For each dollar charged on a qualifying purchase in each billing period, you'll earn CUREward points. Introductory APR: Offer valid for qualified borrowers only. Upon approved credit. Offer subject to change at any time. 0.00% Introductory APR for the first 12 months on purchases and balance transfers made in the first 60 days, after the account is opened. Existing GECU credit card/loan balances are not eligible for the introductory rate. After the introductory period, the APR will be 9.99% to 15.99% APR based on credit worthiness. ²**Balance transfer fee:** Now through March 31, 2018, there is no balance transfer fee when bringing over balances from any non-General Electric Credit Union (GECU) credit cards.

A MESSAGE FROM OUR PRESIDENT & CEO

TIMOTHY D. BALLINGER

Happy New Year! From all of us at General Electric Credit Union, we hope you had a wonderful holiday season with friends and family.

The past year has been dynamic as we've experienced significant changes – all moving toward a bigger and brighter future. Not only did we complete the conversions of our core system and Online/Mobile Banking platform, but we've implemented new products and enhancements including: Purchase Rewards, Money Management, and Certificate Specials. There's no doubt we have gained tremendous momentum moving into the new year.

As we enter 2018, the economy is in a good position to maintain strong growth. Unemployment is declining, and wages are predicted to rise enabling faster growth and increased spending. Membership is expected to continually rise for all credit unions due to an increased recognition of the value a credit union membership offers. As the prime rate is predicted to increase in 2018, we will continue to monitor both our deposit and loan rates to maintain our competitive position in the Tri-State area.

Our mission remains to *Improve the Quality of Financial Lives*. We will continue to innovate and evolve

by creating new, industry-leading products designed to enhance your life. In 2018, we're introducing a tiered-rate money market checking account, Amplified, that will earn a higher return with the same access and flexibility of a checking account. With a lower entry point and four rate tiers, this account also includes two variable-rate tiers that will experience almost real-time rate adjustments based on the market. This is a one-of-a-kind account you won't find anywhere else.

“
No matter what stage you're in, we want to be there with you along the way.”

We're working to optimize your experience with us across all channels. The expansion to our call center and team of dedicated professionals enables us to provide you a better response time and attention to your accounts. We've begun introducing Member Consultants in our Reading Road, Mason, Fairfield, and Loveland branches who are available to meet with you and understand your needs to provide customized solutions that will improve your financial life. We're also making changes to better your experience with us when visiting our website. We'll soon be introducing a more traditional menu system making

it easier to find what you're looking for; we're also adding sub-navigation for the items you need most often, including: rates, hours and locations, and applications and forms. To provide you even better assistance when you need it, we're also working on a Live Chat option on our website.

In the new year, we want to become your resource for all things financial and be your partner by providing you the tools to empower you to make smarter financial decisions. We've introduced a new blog section on our website with original articles relevant to your financial needs called Money Minutes. Your financial health is important as you get ready to buy a home, start a family, or prepare for retirement; no matter what stage you are in, we want to be there with you along the way.

While these are just a few of the many upgrades we have recently added or have on the horizon for 2018, we're excited to start the new year in an opportunistic position for continued growth. Thank you for your support and we wish you a very happy new year!

¹<https://www.forbes.com/sites/billconerly/2017/09/08/economic-forecast-2018-2019-consumer-spending-grows-slowly/#6c9b4bb93ba7>
²<https://www.cuna.org/Research-And-Strategy/Economic-Data-And-Forecasts/Economic-Forecast-for-Credit-Unions--Text/#>

ANNUAL MEETING

Our 63rd Annual Meeting will be held at
4:00 pm on Thursday, March 8, 2018
at the Reading Road office.

For primary accountholders only.

RSVP

Seating is limited and reservations are required.

Reserve your spot today!
gecreditunion.org/cu-events

Checking Is Better Than Ever With **PURCHASE REWARDS**

GREAT OFFERS AWAIT YOU.
As if our truly free checking accounts aren't tempting enough, we've made them even better with debit card Purchase Rewards.

Turn your everyday purchases into cash with rebates tied to a GECU debit card. As your checking transaction history builds over time, you will receive offers tailored to your favorite spots.

These rewards are automatically deposited into your checking account the month after they're redeemed.
It's as easy as click, shop, earn:

CLICK

to **activate** exclusive offers in Online Banking or our mobile app.

SHOP

online or in stores to **redeem** offers by paying with your debit card.

EARN

cash back that's deposited into your checking account.

Learn more about Purchase Rewards: gecreditunion.org/purchase-rewards

We provide Online Banking and our mobile app to you for free; however, mobile/Internet data charges may apply. Please contact your service provider for details. Purchase Rewards are available to GECU checking account holders with a GECU debit card enrolled in Online Banking or our mobile app. Offers are available at select merchants. Cash rewards will be credited to your account at the end of the month following your offer redemption.

MONEY MANAGEMENT Financial Fitness Is In.

CONNECT all of your online accounts from anywhere in just 5 minutes.

TRACK your overall spending habits in easy-to-understand charts.

FOLLOW a budget customized to your unique goals.

gecreditunion.org/money-mgmt



When did you last review your insurance policies?

While you're making plans and setting goals in the new year, make time to ensure your policies are up-to-date and all of your assets are protected.

Insurance Services can help. Contact them today at: **513.243.8100.**

Insurance Services is provided through CUSO Corp., a credit union service organization wholly owned by GECU. Insurance Services provided through Bardon Insurance Agency, Inc. dba Insurance Services.

Online Banking/mobile app: GECU provides these services for free; however, Internet/mobile charges may apply for text banking and alerts. Contact your service provider for details.



IT'S ALL IN THE WRIST

Coming Soon: Our SmartWatch App

Whether you have an Apple Watch® or Android Wear™, you'll soon have a new way to stay close to your money. Used in conjunction with our mobile app, our SmartWatch App will allow you to:

- View account balances at a glance
- Access your last five transactions
- Find nearby ATMs and branches, hours, and contact information (currently on Apple Watch® only)

It's easy, secure, and just the beginning. Experience the possibilities, wherever you go.

Apple Watch is a registered trademark of Apple Inc., registered in the U.S. and other countries. Android is a trademark of Google Inc. Internet/mobile charges may apply for text banking and alerts. Contact your service provider for details.

Credit Union Events

Are you making the most of your Credit Union membership?

As your trusted financial partner, we offer free seminars covering a variety of topics, depending on where you and your loved ones are in life.

From learning investment basics and home-buying tips, to discussing Social Security and retirement income, you'll receive the best information possible from subject experts.

Visit the Credit Union Events page for upcoming seminars: gcreditunion.org/cuevents.

Reservations are required as seating is limited. Reserve your spot online today!

Make the most of your membership.

DID YOU KNOW... Real Estate Terminology

Brought to you by: Real Estate Services

Whether you have plans to buy or sell a home this year, knowing the common terminology can help you make informed financial decisions.

Appraisal: A professional determination of value. Mortgage companies usually require an appraisal of the property by a licensed, third party before agreeing to loan money on the property. Methods of determining value may be based on many things, such as: comparable sales in the area, the cost approach, the income approach, or the highest and best use of the property.

Earnest Money Deposit: Funds given by the buyer and held in an escrow account until the real estate closing. In some cases, these funds are refundable if the loan fails to close, but if the loan does close, the purchaser is given credit at closing for the earnest money.

Escrow: A neutral third party holds other people's funds in a secure account for future use. In the case of a mortgage, the total monthly mortgage payment may include funds to pay



for future taxes and insurance paid in addition to the principal and interest. This escrow is held by the lender until taxes and insurance are due, at which time the mortgage company pays the taxes and insurance on the borrower's behalf.

Fair Market Value: A median price based on the highest price an interested buyer would be willing to pay and the lowest price a interested seller would be willing to accept in a competitive market.

Private Mortgage Insurance (PMI): Insurance that protects the lender if you stop making mortgage payments. This typically is made up of a portion of your monthly payment.

Buying or selling a home this year? Work with our **Real Estate Services** to help you through the process. Contact them at: **513.243.8600**.

Real Estate Services, also doing business as the Home Information Network, Inc., is provided through CUSO Corp. – a credit union service organization wholly owned by GECU.

Is Having a Trust the Only Way to Avoid Probate?

Brought to you by: Legal Services

There are three inexpensive ways to avoid probate of your assets. If assets pass through probate, costs to your heirs can increase. A probate asset is an asset owned in the name of the decedent alone at the time of death, with no beneficiary designated, no joint owner on the account, and without being owned by a Trust.

1 For life insurance assets and retirement account assets, make sure you have named your beneficiaries. As long as a beneficiary is named on a life insurance policy or a retirement account (IRA or 401k), those assets will not have to be included in a probate inventory at your death. Instead, those assets will pass to the beneficiary named on

the beneficiary form. It is extremely important to make sure that you have primary and secondary beneficiaries named on your life insurance and retirement accounts.

2 Other financial accounts such as bank accounts, brokerage accounts, and other investments, can name someone as a “payable on death” (“POD”) beneficiary. To do this, go to your financial institution and ask for the account document that they use to designate the payable on death beneficiary. In the event of your death, an asset in your name with a payable-on-death beneficiary will pass to that beneficiary or beneficiaries without going through probate.

3 An asset that is titled in your name jointly with another person or persons with right of survivorship, will pass to the surviving joint owners upon your death without going through probate. Be aware that with jointly owned accounts with right of survivorship, the joint owner has just as much right to the account as you do. Also, creditors of the joint account owner have just as much right to seize the asset to pay for the joint owner’s debts as do yours.

For more details, contact our partnered attorneys within **Legal Services** at: **513.243.8300**.

Legal Services is provided through CUSO Corp. – a credit union service organization wholly owned by GECU. Legal Services is made up of attorneys from the Cincinnati law firm Wood & Lamping LLP.



Get Your Refund Faster With TurboTax® OnlineSM

TurboTax Online makes it easier than ever to prepare and file your own tax return. By coaching you every step of the way and double-checking your work, TurboTax ensures you receive the return you deserve.

Plus, you have a **chance to win \$25,000!** Just try TurboTax Online for FREE by **February 15, 2018** to be automatically entered in the TurboTax \$25,000 Sweepstakes.

Get started in Online Banking or our mobile app.
Or, visit: gecreditunion.org/tax-center.

¹TurboTax \$25,000 Payday Sweepstakes. NO PURCHASE OR FINANCIAL DISCLOSURE NECESSARY TO ENTER TO WIN. Open to legal residents of the fifty (50) United States or the District of Columbia, 18 years of age or older at time of entry. Void in Puerto Rico and where prohibited by law. Sweepstakes ends 2/15/18. Subject to complete Official Rules and all applicable federal, state and local laws. For Official rules including odds of winning, alternate method of entry, and prize descriptions, visit our website at: gecreditunion.org/tax-center. PRIZES: One (1) Grand Prize: A check for \$25,000. Retail value, \$25,000. Twelve (12) First Prizes: A check for \$1,000. Retail value, \$1,000 each. Maximum retail value of all prizes is \$37,000. The odds of winning a prize depend upon the total number of eligible entries received by the end of the Promotion Period. SPONSOR: Intuit Inc., 7535 Torrey Santa Fe Rd, SDG-2A-03-22H, San Diego, CA, 92129. ©2017-2018 Intuit Inc. All rights reserved. State filing charges apply. Limited time offer for TurboTax 2017. Terms, conditions, features, availability, pricing, fees, service and support options subject to change without notice. Intuit, TurboTax and TurboTax Online, among others, are registered trademarks and/or service marks of Intuit Inc. in the United States and other countries. Other parties' trademarks or service marks are the property of their respective owners.

What's right for you? Retirement Savings Options

Brought to you by: Investment Services

There's no one-size-fits-all solution when saving for your retirement. Take the time to learn options you have available to create a savings plan tailored to your unique goals.

EMPLOYER-SPONSORED RETIREMENT PLANS like 401(k)s and 403(b)s are powerful savings tools where your contributions come out of your salary as pretax contributions and any investment earnings grow tax deferred until withdrawn. And, in some cases employers will match contributions.

INDIVIDUAL RETIREMENT ACCOUNTS such as Traditional and Roth IRAs also feature tax-deferred growth of earnings. With both types, you can typically choose from a wide range of investments to fund your IRA.

ANNUITIES are generally funded with after-tax dollars, but their earnings

grow tax deferred. There is also no annual limit on contributions to an annuity, but withdrawals may be subject to surrender charges.

LIFE INSURANCE can have certain tax advantages, such as the tax-deferred growth of the cash value of permanent life insurance. This type of life insurance can be a supplementary source of retirement income, in addition to providing financial protection to your beneficiaries.

STOCKS AND MUTUAL FUNDS allow you to earn along with the market. Depending on your specific situation of when you plan to retire, how much you need, and your risk tolerance, this may be a good option for you.

Knowing what to do in your situation can be the challenge. Working with **Investment Services**, through CFS*, is a good place to start.



Contact Todd Blessing or Erik Waldron today at: **513.243.6510** or at: **todd.blessing@cusonet.com** or **erik.waldron@cusonet.com**.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (member FINRA/SIPC) and SEC-Registered Investment Advisor. Products offered through CFS: **are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal.** Investment representatives are registered through CFS. General Electric Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members. Prepared by Broadridge Investor Communication Solutions, Inc. Copyright 2016. Broadridge Investor Communication Solutions, Inc. does not provide investment, tax, or legal advice. The information presented here is not specific to any individual's personal circumstances.

**UPCOMING
Holiday Closings**

**MONDAY,
January 15, 2018**
Martin Luther King Jr. Day

**MONDAY,
February 19, 2018**
Presidents' Day

Condensed Financial Statement

Number of Members.....**180,090**
Loans..... **\$2,613,740,306**
Shares..... **\$2,503,494,486**
Assets..... **\$2,827,739,604**

Ending November 30, 2017

Contact Us

Member Response Center
513.243.4328 | 800.542.7093
memberservices@gecreditunion.org

Hours
Mon-Thur: 8am - 5pm, Fri: 8am - 6pm
Sat: 9am - 2pm

Sourceline
513.243.3333 | 800.589.2875

Credit & Debit Cardholder Services

- During normal business hours, contact us at: 513.243.4328 and select Option 3.
- For after-hours cardholder services, call: 513.243.4328 and select Option 1.

Online
gecreditunion.org/contact-us

Bright Horizons is published quarterly by GECU for its members. Availability, terms and rates of services are current at press-time; however, they are subject to change as determined by the credit union Board of Directors without prior notice. Questions about the newsletter should be directed to the Marketing department.

Federally Insured
by NCUA



Equal Opportunity Lender
GECU NMLS #449875

