



# BRIGHT HORIZONS

## EVOLVE

Embrace the Journey.



Look inside for details about our conversions.



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## SAVE THE DATE

With the conversions at hand, there are exciting upgrades in process for this summer! Inside, you will find details and tips for navigating our upcoming conversions. We appreciate your patience throughout this process as we look forward to the opportunities ahead. When you see this symbol  you'll know it's about the conversions.

June	July			
FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY
<b>30</b>  <b>CLOSING</b> at Normal Time Online services unavailable starting at 6 pm	<b>1</b>  <b>CLOSED</b> Conversions in progress See page 3 for branch and service availability.	<b>2</b>  <b>CLOSED</b>	<b>3</b> <b>OPEN</b> for Normal Business Online services available by 9 am	<b>4</b> <b>CLOSED</b> 4 <sup>th</sup> of July Holiday

# A MESSAGE

FROM OUR PRESIDENT & CEO, TIMOTHY D. BALLINGER

I'm thrilled to announce that GECU is the proud recipient of *CityBeat* Magazine's Best Credit Union in Cincinnati in the 2017 "Best Of" publication. Thank you for not only voting, but trusting us as your financial institution. We recognize this responsibility, and we are continuing to work toward our mission of *Improving the Quality of Your Financial Life*.

As the Best Credit Union in Cincinnati, we're seeing exponential growth and we've ultimately outgrown some of our current systems. To continue providing valuable service to our members, we must evolve, setting the stage for tomorrow. Your valuable feedback, paired with your continued loyalty, has led to exciting changes coming in the next few months at GECU.

Beginning June 30<sup>th</sup>, we will transition to our new core processing system; this system handles a variety of our banking functions, including: the opening and managing of accounts, originating and servicing of loans, and maintaining our members' information. We're confident this change will help us meet our long-

term growth strategies, enhance our electronic delivery systems, and most importantly, help us serve you better.

Additionally, and simultaneously, we will be introducing a new Online and Mobile Banking platform. We've done our research and are confident we have chosen a system that will provide a desired user experience. With a consistent look-and-feel from desktop to mobile, you'll find features you're familiar with, plus many new ones.

**When doors close for the evening on Friday, June 30<sup>th</sup>, they will not re-open until normal business hours on Monday, July 3<sup>rd</sup>. Additionally, our Online and Mobile Banking will not be available.** During this time, you will still be able to conduct transactions with checks, debit cards, credit cards, and at ATMs.

I encourage you to plan ahead for the conversion weekend as we do our part to improve our system and your experience. If you visit a branch to make in-person payments during this time, visit us earlier in the week. Monday,

July 3<sup>rd</sup> is typically a very busy day as it's before the 4<sup>th</sup> of July holiday; consider handling all in-branch transactions prior to June 30<sup>th</sup>.

This newsletter will dive further into tips for navigating this transition. I urge you to pay attention to all upcoming communication; we will provide more specific information as our conversion weekend approaches.



*We must evolve, setting the stage for tomorrow.*

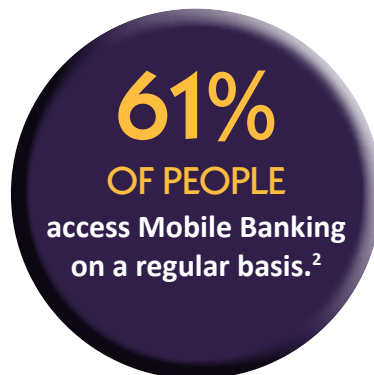


On Monday, July 3<sup>rd</sup>, we will re-open for business as usual. While our team will have completed extensive training on our new system, we'll need and appreciate your patience until we become better accustomed to using it. On behalf of our Board of Directors and our extraordinary staff, thank you again for voting us as the Best Credit Union in Cincinnati. We're excited for our future together and honored to have the privilege of helping you make your financial dreams a reality.

\*CityBeat Magazine's "Best Of" edition. March 29, 2017.

## Why a Core and Online/Mobile Banking Conversion?

We recognize your accessibility wants and needs.



We're creating a better environment to serve you.

**TOP 3**  
benefits of a new core system:

1. Growth opportunity
2. Improved efficiency
3. Enhanced member support

<sup>1</sup><http://www.statisticbrain.com/online-mobile-banking-statistics/>

<sup>2</sup><https://arc.applause.com/2017/02/01/mobile-banking-adoption-rates/>

# CONVERSIONS: What you need to know

## What WON'T be affected?

- **Your member number and GECU's routing number will not change.**
- **Account details – such as deposit/loan terms, rates, and features – will remain the same.**
- **If you're a Web BillPay user:** all billers, history, e-Bills, scheduled bill payments, and reminders will convert. What you have set up June 30<sup>th</sup>, you'll have July 3<sup>rd</sup> after the conversion.
- **GECU credit cards will not be affected** and you will not be receiving a new card.
- **FREE/Premium FREE Checking, Money Market, and HSA Checking account numbers will not change.** You'll be able to use your existing checks and ATM/debit cards (PINs will not change).
- **Direct deposit, payroll deduction, and ACH transactions** will not be affected.

## What's available when?

	Friday, June 30 <sup>th</sup>	Saturday, July 1 <sup>st</sup>	Sunday, July 2 <sup>nd</sup>	Monday, July 3 <sup>rd</sup>	Tuesday, July 4 <sup>th</sup>	Wednesday, July 5 <sup>th</sup>
<b>Branch Offices</b>	Close at normal time	Closed	Closed	Open for normal business	Closed - Holiday -	Open for normal business
<b>Member Service Contact Center<sup>1</sup></b> Phone and email	Available until 6:00 pm	Closed	Closed	Open for normal business	Closed - Holiday -	Open for normal business
<b>Online Banking</b>	Available until 6:00 pm	Unavailable	Unavailable	Available by 9:00 am	Available	Available
<b>Mobile Banking</b>	Available until 6:00 pm	Unavailable	Unavailable	Available by 9:00 am	Available	Available
<b>Web BillPay<sup>2</sup></b>	Available until 6:00 pm	Unavailable	Unavailable	Available by 9:00 am	Available	Available
<b>ATMs</b>	Available	Available	Available	Available	Available	Available
<b>ATM &amp; Debit Cards</b>	Available - Limited -	Available - Limited -	Available - Limited -	Available	Available	Available
<b>Credit Cards<sup>3</sup></b>	Available	Available	Available	Available	Available	Available
<b>Online Loan Applications</b>	Available, website only	Available, website only	Available, website only	Available, website only	Available, website only	Available, website only
<b>Sourceline</b>	Available until 6:00 pm	Unavailable	Unavailable	Available by 9:00 am	Available	Available
<b>Website<sup>1</sup></b>	Available	Available	Available	Available	Available	Available

<sup>1</sup>**Member Service:** Member Services email will not be responded to while our Contact Center is closed. This includes responding to Contact Us and Travel Notification forms.

<sup>2</sup>**Web BillPay:** Scheduled and recurring payments will occur as set-up. Won't have access to set up new billers or payments while unavailable. Recommended to set up new billers and payment by Thursday, June 29<sup>th</sup>.

<sup>3</sup>**Credit Cards:** Online access will be unavailable when Online Banking is unavailable.

# CONVERSIONS: What you need to know

## What WILL be changing?

- **Share/Savings, consumer loan, and mortgage account numbers will be changing.**
- **Account statements will be enhanced**, making them easier to review.
- **Online and Mobile Banking systems will be upgraded.**
  - The first time you log in, you'll use your existing Login ID and a temporary password (4-digit birth year + last 4 digits of SSN); you'll then be asked to create a new Login ID and password.
- Our new Mobile Banking app will need to be downloaded from your app store.
- Post-conversion, scheduled/recurring transfers currently in place in Online Banking or Popmoney®, will need to be set up again as these will not transfer to our new system.
- e-Alerts, account nicknames, and shared accounts/sub-users will need to be set up again as they will not transfer to our new system.

## Member Preparation Checklist

We've compiled a checklist of things to consider and prepare for during conversion weekend.

- Be aware of our downtime** – when branches, our Member Service Contact Center, and online services will be unavailable.
  - Update your address and email address** so you don't miss important notifications we'll be sending in the coming weeks.
  - Carry a secondary form of payment**; for example, your GECU credit card.
  - Complete in-branch or Member Service Contact Center transactions prior to close of business Friday, June 30<sup>th</sup>; we'll be closed on Saturday, July 1<sup>st</sup>.**
  - Get cash/spending money for the weekend. ATMs and ATM/debit cards will be available; however, access to available funds will be limited.
  - Withdraw or transfer funds from Lines of Credit (i.e. Home Equity, Equity Rich, or Anytime). Home Equity/Equity Rich checks will continue to work.
  - Take note of when your loan payment is due.** If it's due during conversion weekend, plan to make your payment prior to Friday, June 30<sup>th</sup>.
  - Utilize Night Depositories, at select locations, to drop off deposits or loan payments.
- Online and Mobile Banking Users**
- Complete Online/Mobile Banking transactions prior to 6:00 pm on Friday, June 30<sup>th</sup>; Online/Mobile Banking will be unavailable until 9 am Monday, July 3<sup>rd</sup>.**
  - Prepare for all online services to be unavailable, such as: credit card information, e-Statements, e-Alerts, and Investment Services.
  - If you have scheduled/recurring transfers** set up within Online Banking, they will not occur after June 30<sup>th</sup> as they won't convert to our new system. Beginning Monday, July 3<sup>rd</sup>, you will need to log in to our new system and re-establish your scheduled transfers.
  - Recurring or one-time loan payments you have scheduled in Online Banking** will not occur after June 30<sup>th</sup>, so you'll need to make other arrangements ahead of time. Beginning Monday, July 3<sup>rd</sup>, you will need to log in to our new system and reschedule future loan payments.
  - Take screen shots or write down scheduled/recurring transfers, loan payments, and e-Alert details for easy reference and set up after the conversion.
  - Web BillPay, accessible through Online/Mobile Banking, will also be unavailable. Payments scheduled prior to the conversion (by Thursday, June 29<sup>th</sup>) will occur as planned; however, you will not have access during the conversion to set up new payments or billers. Full access will be restored through Online/Mobile Banking by 9 am Monday, July 3<sup>rd</sup>.

**Stay informed.** We'll be updating you with new, important details; look for information in your mailbox and email. Visit our dedicated webpage: [www.gecreditunion.org/evolve](http://www.gecreditunion.org/evolve).



## Visa Signature®

- + No foreign transaction fee
- + Introductory rates and bonus rewards
- + 2 points for every \$1 in purchases
- + Many travel benefits and perks
- + Exclusive access to 24/7 Concierge Services\*



**11.49%** APR\*

The opportunities are endless: [www.gecreditunion.org/signature](http://www.gecreditunion.org/signature).

\*Benefits & Perks: Certain limitations, exclusions, and restrictions apply. In order for coverage to apply, you must use your covered Visa Signature Card to secure transactions. Benefits are subject to change at any time without notice. For more information on these benefits, please see Visa Signature Guide to Benefits. Your Annual Percentage Rate (APR) will be 11.49% to 17.49% APR, based on your creditworthiness. The APR may vary (increase or decrease) on 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.

## Upcoming Office Closings



## THANK YOU! WE THINK YOU'RE GREAT, TOO.

We're proud to announce we have been voted the Best Credit Union in Cincinnati!

Serving over 170,000 of your friends, family, and neighbors, we are happy to play an integral role in helping our community reach its financial goals.



\*CityBeat Magazine's "Best Of" edition, March 29, 2017.

## Upcoming Seminars

*Join us for complimentary seminars presented by the professionals in our Financial Mall.*

### Legal Services

#### May 23<sup>rd</sup>: Elder Law

Elder Law is not one specific area of law, it's a collection of issues a person deals with when approaching their elderly years. Join us for a panel discussion on these topics: understanding Medicaid, planning for long-term care, and determining who will make decisions on my behalf. Professionals will be available in the following areas: Powers of Attorney, Estate Planning, Medicaid, and Long-Term Care Insurance.

**Reservations are required.**

Contact: 513.243.4328 ext 264 or [angela.bachmann@gecreditunion.org](mailto:angela.bachmann@gecreditunion.org)

### Investment Services

#### April 18<sup>th</sup>: Women and Money

Discuss unique challenges women face and review steps toward achieving financial security.

#### May 15<sup>th</sup>: Retirement Income Planning

Discover how to overcome retirement income challenges and techniques to help stretch retirement income over your life.

#### June 22<sup>nd</sup>: Creating a Larger Legacy

Pass on your assets while managing income taxes to potentially leave a larger gift.

**Reservations are required.**

Contact: 513.243.6510

**All seminars will be held in our Reading Road office auditorium and will begin at 6 pm.**

## 5 Tips for Selling and Purchasing a Home

While purchasing a home is exciting, it can also be complex and stressful. Keep these helpful tips in mind as you navigate the housing market.

### 1 Partner with a reliable professional.

Working with the right people to sell an existing home and purchase a new one will help the process run smoothly and reduce stress. From helping to stage your house for showings and finding homes for sale, these professionals will do the work for you and help find your future home.

### 2 Determine how much you can afford.

It's important to be realistic about what you can afford when buying a new home – spending more than you can afford can be harmful. Our Real Estate Services can assist you with determining how much you can afford.

### 3 Get pre-approved with market-leader, low-rate loan provider.

Get pre-approved for a mortgage, to

act fast when you find a home you like. Work with our non-commissioned mortgage professionals to find the right fit that aligns with your financial goals. We offer fixed- and adjustable-rate options with low rates and \$0 closing costs.\*

### 4 Get a home inspection.

It's important to know as much as possible about your new home. A home inspection will provide insight to potential issues prior to the final sale. Should you find an issue, the seller may be responsible for these items.

### 5 Understand what you're signing.

Once the inspection clears and you're ready to purchase, ask for a draft of the documents prior to closing to review on your own. Take the time to read over everything and reach out to professionals to answer any questions or concerns.

If you're thinking of purchasing a home or selling one, contact **Real Estate Services** at: **513.243.8600**.



### Have you reviewed your home's insurance coverage recently?

Failing to update changes related to your home can affect or even rescind your policy. Meet with the professionals of **Insurance Services** to review your policy and ensure it's up-to-date.

For more details, contact them at: 513.243.8100.

**As an area leader in mortgage loans, partner with us to finance your home.**

[www.gecreditunion.org/1st-mortgages](http://www.gecreditunion.org/1st-mortgages)

Sources: Get a Home Inspection: [www.thebalance.com](http://www.thebalance.com), "Checklist for Home Inspections," Elizabeth Weintraub, <https://www.thebalance.com/checklist-for-home-inspections-1798682>, September 15, 2016 and Understand what you're signing: [www.lendingtree.com](http://www.lendingtree.com), "Closing Means Commitment," <https://www.lendingtree.com/mortgage/closing-a-mortgage-home-loan-summary>

\*For qualified borrowers only. Limited to owner occupied, single family property in OH, KY, and IN. \$0 Closing Cost Promotion: Limited-time offer; terms and conditions are subject to change at any time. This offer applies to new home purchases and refinances from other mortgage companies/financial institutions; current GECU mortgages are not eligible for this special. You must be a GECU member in good standing at closing to take advantage of our mortgage promotion(s). Restrictions may apply. Mortgage loan promotion limits the standard closing costs to \$0.00. Title Insurance may be required for certain loans with the related costs the responsibility of the borrower. There is an application fee that will be paid by the borrower in good faith, and once the loan is closed and dispersed, the borrower will be reimbursed the full application fee. This offer is not valid with any other promotion or special.

## Condensed Financial Statement

Number of Members.....**173,192**

Loans ..... **\$2,589,899,932**

Shares..... **\$2,457,334,701**

Assets ..... **\$2,850,686,421**

Ending February 28, 2017

## Contact Us

### Member Services

513.243.4328 | 800.542.7093  
memberservices@gecreditunion.org

### Hours

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

### Financial Mall

Located at Reading Road  
513.243.7887 | Hours: M - F 9am - 5pm

### Credit & Debit Cardholder Services

(including to report your card lost/stolen)

- During normal business hours, contact us at: 513.243.4328 and select Option 2.
- For after-hours cardholder services, call: 513.243.4328 and select Option 1.

### Sourceline

513.243.3333 | 800.589.2875

[www.gecreditunion.org/travel-notice](http://www.gecreditunion.org/travel-notice) | [www.gecreditunion.org/contact-us](http://www.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.

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