

Money

Q2-2023

Talk

TABLE OF CONTENTS

- 2** Vacation Loan Special | Free Webinars | FAQ
- 3** Certificate Special | Key Checking | Purchase Rewards
- 4** Avoid Tax-Time Scams | Mobile Deposits | Board of Directors



Sweet Savings
4.50% APY
18-Month Certificate
CONTINUED ON **PAGE 3**

HOLIDAY CLOSINGS

Good Friday: Friday, April 7 | Memorial Day: Monday, May 29 | Juneteenth: Monday, June 19
Independence Day: Tuesday, July 4

Vacation Loan

Escape the hustle and bustle of everyday life with a vacation! Essential can help get you where you want to be with a vacation loan. The money can be spent on anything vacation-related, whether it's plane tickets, a rental car or booking a cruise. You can even use it to make your vacation the ultimate experience by splurging on things like fine dining, a trip to the spa or souvenirs!

Rates as low as
9.50% APR*

Benefits of a Vacation Loan:

- Rates as low as 9.50% APR*
- 90-day no pay
- Borrow up to \$10,000
- Terms up to 12 months

Apply online, visit a branch or contact us at (888) 369-2207.



*APR=Annual Percentage Rate. Vacation loan special only available during promotional time period. 90-day no pay is only available on vacation loan special depending on credit score. Interest will accrue beginning at closing of the loan. Limited-time offer. All loan approvals are based on standard loan underwriting guidelines and credit-scoring benchmarks. Actual rate may vary based on credit score and/or surcharges and loan term. Offer does not apply to loans currently financed with the credit union. Cannot be combined with any other offer. Loan discounts cannot be applied.



Free FINANCIAL WEBINARS

RESERVE YOUR SPOT AT
[ESSENTIALCU.ORG](https://essentialcu.org) ON OUR
FINANCIAL WEBINARS PAGE.

APRIL – RAISING A MONEY-SMART KID

Earning money, spending and saving are important lessons children learn very early in life. This session will help guide parents on effective ways to educate children about financial responsibility that can last a lifetime.

Session 1: Tuesday, April 11, 2023 | 12:30 pm CST

Session 2: Thursday, April 20, 2023 | 7:30 pm CST

MAY – FINANCIALLY SAVVY SENIORS

Retirement can be a great time for seniors if they are prepared financially. Attendees will learn about specific retirement concerns such as managing money, Medicare, Social Security, improving cash flow, insurance, investing, estate planning and more.

Session 1: Tuesday, May 9, 2023 | 12:30 pm CST

Session 2: Thursday, May 18, 2023 | 7:30 pm CST

JUNE – BECOMING A HOMEOWNER

Homeownership starts well before the contracts are signed – preparation is one of the keys to a smooth home-buying process. This session covers all major pre-purchase topics such as budgeting, the down payment, credit reports, debt-to-income ratios and the mortgage lending process.

Session 1: Tuesday, June 13, 2023 | 12:30 pm CST

Session 2: Thursday, June 22, 2023 | 7:30 pm CST

Essential FAQ

Q: What is a virtual visit?

A: Instead of coming to a branch, you get the same one-on-one service you need by speaking with an Essential specialist through video by using your smartphone or webcam. Schedule your virtual visit at essentialcu.org. The link is found on the top left section of our homepage.

Sweet Savings **4.50%^{APY}** 18-Month Certificate

EARN GUARANTEED² RETURNS!

Essential's certificates offer a groundbreaking high-interest rate, and they're the perfect way to invest your money with no risk. In today's economy, everyone needs to make the most of their money, and certificates are the answer!

This limited-time 18-Month Certificate Special presents our best rate exclusively to those who add/open the account online and transfer funds from another financial institution.

- Only \$500 minimum balance required
- 18-month term
- Deposit up to \$100,000
- Enjoy automatic renewal at current rates
- Fixed rate for the term of the certificate

This is a limited-time offer, so lock in your rate today! Open your Certificate online at essentialcu.org or within Online/Mobile Banking.

¹APY = Annual Percentage Yield. ²In order to obtain the advertised rate, members must open and fund the 18-Month Certificate Special online through Essential's website using external funds to fund the account. Dividends are paid quarterly. Early withdrawals are subject to penalty. Upon maturity, certificate will renew at the current rate at the time of renewal. See Truth-in-Savings at essentialcu.org for more disclosures. Federally Insured by NCUA.



Earn 5.00% APY* with Key Checking

Get cash back in the form of interest every month with our high-interest checking account, **Key Checking!**

There is no monthly service charge, no minimum balance requirements and no teller fees – just perks!

Enjoy rewards like:

- 5.00% APY* on balances up to \$10,000
- 0.50% APY* on balances greater than \$10,000
- Refunds on ATM fees from other financial institutions

The only requirements to earn this rate are to make at least 15 debit card transactions per month and enroll in eStatements. That's it.

What happens if you don't meet the requirements? You simply earn a lower interest rate and miss out on ATM fee refunds. There are still NO FEES, and you can always try again next month!

With Key Checking, you have nothing to lose – only funds to gain! See full disclosures and open your Key Checking account at essentialcu.org.

*APY=Annual Percentage Yield. See full disclosure at essentialcu.org.

PURCHASE Rewards

Essential Debit Cards offer savings on the brands you love most with **Purchase Rewards**.

Purchase Rewards offer tailor-made discounts based on your spending habits when you use your Essential Debit Card. Select your discounts and special offers within Online and Mobile Banking. It's simple and free!

Step 1: Enroll in Online/Mobile Banking.

Step 2: Find Purchase Rewards on the Online Banking homepage.

Step 3: Activate the offers you want to use.

That's it! When you make your purchase according to the offer, your discount will be credited back to your checking account. Watch your savings add up!

Visit us online at essentialcu.org to activate your Purchase Rewards offers today.



MEMBER SERVICES

DEPOSIT ACCOUNTS
 Personal Savings Accounts
 Personal Checking Accounts
 Interest-Bearing Accounts
 Holiday Club Accounts
 High-Yield Money Market Accounts
 Certificates and IRAs (Regular & Jumbo)
 Business Checking Accounts

CONSUMER LOANS
 New & Used Cars, Trucks & SUVs
 New & Used Boats
 Motorcycles, RVs & ATVs
 Secured & Unsecured Loans
 Educational Loans
 Full Line of Visa® Credit Cards

MORTGAGE LOANS
 Conventional First Mortgages
 Fixed & Adjustable Rates
 Second Mortgage Loans
 Home Equity Lines of Credit

BUSINESS LOANS
 Commercial Real Estate
 Lines of Credit
 Working Capital for Inventory
 Fleet Vehicle Financing
 Business Titanium Visa
 SBA-Approved Lender

BUSINESS SERVICES
 Checking Accounts
 Monthly Earnings Credits
 Same-Day Credit on Deposits
 FREE Online Banking
 Full Line of Merchant Services
 Currency Management
 Local Support & Service

ONLINE SERVICES
 FREE Online Banking
 FREE eStatements
 FREE Online Bill Pay
 View Cleared Checks Online
 Visa® Online Statements
 Remote Deposit Capture
 Electronic Account Alerts
 Secure Messaging
 Scheduled Transfers
 Check Reorders
 Mobile Banking

CONVENIENCE SERVICES
 Instant-Issue Debit Cards
 Multiple Locations
 Full-Service Call Center
 Fee-Free ATM Network
 24-Hour Telephone & Online Access
 Direct Deposit
 Night Deposit
 Notary Service
 Money Orders
 Certified Checks
 Wire Transfers
 Overdraft Protection
 Travelers & Gift Checks



CONTACT INFORMATION

MAIN NUMBERS

(225) 353-8238

Toll Free: (888) 369-2207

Fax: (225) 353-6387

WEBSITE

essentialcu.org

PLAQUEMINE, BATON ROUGE, WALKER

AND GONZALES HOURS

M - F: 8:00 am - 5:00 pm

Saturday: 9:00 am - 12:00 pm

PLAQUEMINE BRANCH

21925 Highway 1 South

BATON ROUGE BRANCH

6725 Siegen Lane, Suite K

GONZALES BRANCH

1051 North Airline Highway

WALKER BRANCH

28645 Walker South Road

GENERAL MAILING ADDRESS

PO Box 66278

Baton Rouge, LA 70896

GENERAL EMAIL

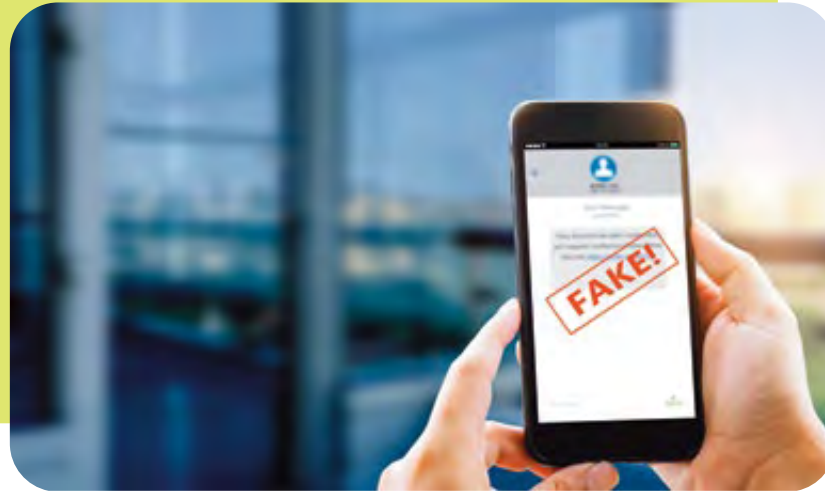
eservices@essentialcu.org

LOST/STOLEN CREDIT CARD

(800) 442-4757

LOST/STOLEN DEBIT CARD

(866) 664-9364



Avoid Tax-Time Scams

Tax time can be stressful enough without having to worry about scams. Unfortunately, tax scams have been on the rise in recent years, particularly via phone and email.

As a reminder, the IRS will NEVER:

- Call and demand immediate payment over the phone.
- Threaten to involve police or have you arrested or deported for not paying.
- Require you to use a specific payment method for your taxes, such as a prepaid debit card, gift card or wire transfer.
- Ask for credit or debit card information over email or the phone.

The IRS will always send you a bill via mail first. If you have received a bill or think you may owe taxes, always call the official IRS line at 800-829-1040 to talk to an IRS agent.

ELECTRONIC CHECK DEPOSITS

We know how valuable your time is, which is why Essential's Mobile Check Deposit makes depositing checks faster and more convenient! Skip the lines and spend more time doing the things you love when you deposit your checks using your smartphone and Essential's Mobile Banking.

To get started:

First, download our FREE app from Google Play™ or the Apple® App Store.

Second, log in to Mobile Banking.

Finally, write "For Mobile Deposit Only @ Essential" under your signature on the back of your check.

It's that easy! If you have any questions or need assistance with this service, feel free to email us at eservices@essentialcu.org or schedule a one-on-one virtual visit on our website.

ESSENTIAL BOARD OF DIRECTORS

Joey Justice, Board Chair
jjustice9@cox.net

Stephan Pierre, Vice Chair
bspierre@dow.com

Edmond Jordan, Treasurer
ejordan@essentialcu.org

Robbie Bagaley, Secretary
robbiebagaley@yahoo.com

Sue Hunt, Director
suebaroux@cox.net

Mary Overall, Director
moverall@essentialcu.org

Lisa Perry, Director
ldperry@dow.com

Perry Robey, Director
brobey1@yahoo.com

Kenith Woodall, Director
kwood111@gmail.com

Essential's Board of Directors governs and sets the strategic direction of the credit union. Board members are volunteers that also represent the will of the credit union's members and promote your interests.



Front, Left to Right: Sue Hunt, Robbie Bagaley, Lisa Perry, Mary Overall. Back, Left to Right: Kenith Woodall, Perry Robey, Stephan Pierre, Joey Justice, Edmond Jordan.