

### **Why is the Kearney Lake branch making this change?**

A number of factors were considered prior to making the difficult decision to transition the branch to a satellite office. Our business and operating environment has been changing over the past few years:

- consumer and member expectations and behaviors have changed with more choosing on-line and mobile services and fewer completing in-person transactions;
- the Nova Scotia economy has changed and this has impacted our communities and our members; and
- in our low interest rate environment, our margins continue to shrink while operating expenses continue to rise.

We are proactively managing costs to ensure East Coast remains strong for all our members and we'll continue to provide exceptional service at the Kearney Lake branch combined with online and mobile services.

### **When is the change taking place?**

The branch will change the way services are currently accessed on November 17, 2017.

### **What happens to my safety deposit box?**

Prior to November 17th, we will contact you directly to determine which East Coast location is most convenient for you to transfer your safety deposit box.

### **Will there be fulltime staff at the satellite office?**

We won't be maintaining a staff presence at the satellite office, however, one of our professional financial advisors will be happy to meet with you by appointment from Monday to Friday. Information on how to make an appointment will be posted at the Kearney Lake office as well as on our website.

### **Doesn't a change like this require members to vote to accept or reject it?**

No. Member votes are required for initiatives that affect the legal entity of the credit union (like an opportunity to amalgamate with another credit union, for example). This is an operational decision that is made by East Coast Credit Union's management, with approval by its Board of Directors so it doesn't require a member vote.

### **How can I continue to do business with East Coast after this change takes place?**

There are many convenient ways to continue to do your business with East Coast. The ATM and night depository will be available for cash withdrawals and deposits and you will have access to one of our professional financial advisors by appointment from Monday to Friday. Additionally, you can access services online, by telephone, or you can use your smartphone to download our mobile banking app and the Deposit Anywhere cheque depositing service. Please speak to one of our professional staff at Kearney Lake who will be happy to assist you with any of these options.

**Is there another branch close by I can use?**

Yes. Our Sackville branch is only 9 minutes away by car and our Fall River branch is only 16 minutes away by car.

**How will I access my account after November 17th?**

We are committed to making this transition as smooth as possible for you. Aside from the ATM there are other options available to you for accessing your accounts online, on your smartphone or through telephone banking; we would be more than happy to provide you with guidance and training on how to use these convenient services. If you prefer to continue using in-branch services to meet your financial needs, the staff in Fall River or another East Coast location will be happy to provide you with the excellent service that you have come to expect from your credit union.

**Will my account information change?**

No. Your account and transit numbers will not change. East Coast operates with a fully integrated system; all direct deposits and automatic payments will continue to be processed without change or delay.

**Can I still access the night depository?**

Yes. The night depository service will continue to be available.

**Is there anything I need to do?**

No; your accounts will not change and any direct deposits and automatic payments will continue to be processed without any change or delay. Staff will work directly with you if you have any questions or concerns.

**How is staff affected?**

All staff have been provided with the opportunity to transfer to other East Coast branches after November 17th. This change is not a reflection of our skilled staff and we can assure you that all affected staff will be treated fairly and with respect.

**What's happening to the space you'll no longer be using?**

The office space will be available for lease. We hope this might create opportunities that enhance economic development in the community.

**East Coast has been a strong community supporter. Is our community going to lose that support after the change takes place?**

Not at all; East Coast's commitment to all our members and our communities will remain strong. We will continue to show our support by remaining engaged and by providing donations, sponsorships and scholarships.