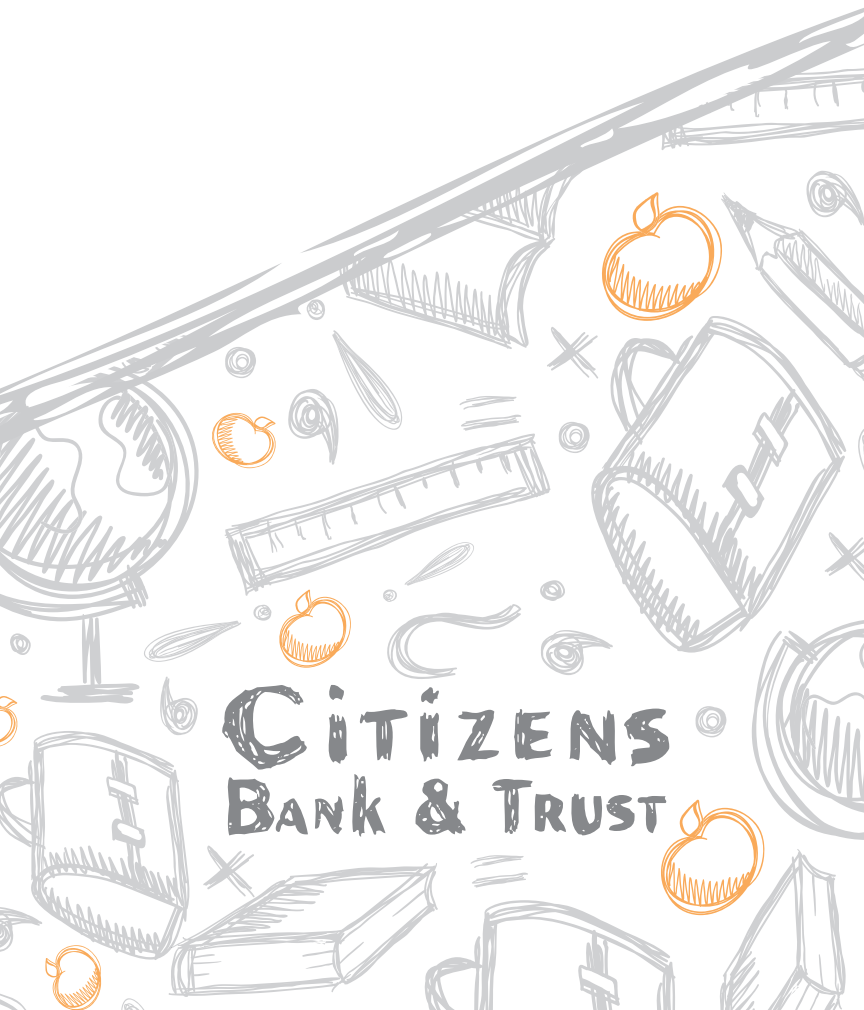




calling all
STUDENTS



**CITIZENS
BANK & TRUST**

college can be tough

We make things easy. Real easy.

Finding the right bank shouldn't be like studying for an exam. Citizens Bank and Trust makes it easy to take charge of your finances.

TIRED OF FEES? —

You're already paying all kinds of fees at school – why pay for your checking account? Find out about our Free Citizens Checking account and see how good it feels to NOT have to pay extra for something.

BUSINESS MAJOR? —

Even if you aren't, you probably like money. Maybe one of our interest bearing products is more your speed. We've got a wide variety of products to fit your lifestyle and financial needs.

NEED MONEY NOW? —

Talk to one of our loan specialists or see if your qualified for an Elan College Reward Card.

WANT EASY ACCESS TO YOUR MONEY? —

We offer all of this and access to your money online anytime with our Online Banking for your computer or smart-phone – yeah, there's an app for that.

STILL HAVE QUESTIONS? —

There's always someone to talk to at any one of our 12 convenient locations across Polk County. Come see us. We'll help you get started.

Citizens Bank and Trust want to offer you REAL financial literacy to help you make sound decisions about spending, credit and investments, and help adults navigate difficult financial situations like buying a home and saving for retirement.



A lack of knowledge about credit, investing and financial planning is at the heart of the recent economic downturn. The Great Recession demonstrated that our citizens struggle when making complex financial decisions that are critical to their wellbeing. Some of our economic problems were created by bad actors, focused on personal gain, but so many others were created by good people making poorly informed personal financial decisions,

-John Pelletier, Director of Financial Literacy Chaplain College.



safe & easy online banking

Try our free mobile banking app.

Smartphone users, rejoice! In an effort to accommodate the on- the-go lifestyles of our customers, CB&T is everywhere you are. That's right, use your cell phone to do your personal banking.

Check balances before heading out, make a car payment while you're waiting for class to start, or create account transfers at home. Mobile banking is a stress-free way to manage your finances on the go.

Our CB&T App is available for both iPhone and Android

users and we also have a mini mobile site you can access online through your mobile device. We may be Polk County's Community Bank but we also know your bright future could take you anywhere!

FEATURES

- Check Your Balances
- Pay Bills or Make Payments
- Find ATMs and Branches Near You
- See Your Latest Account Activity
- Transfer Funds
- Daily Balance Summary
- Account Transaction Information
- Real-Time Security Alerts



new to online banking?

Its ok. Anyone can do it.

This is a new time for you! College, jobs, bills, banking- oh my. Citizens Bank & Trust online banking can help you track your spending, set auto payments for bills and keep up to date on your accounts. It's easy and free...why not use these services?

CONVENIENCE —

Citizens Bank & Trust online never closes; we're available 24 hours a day, seven days a week, and only a mouse click away.

LOCATION —

If you're out of state or even out of the country when a money problem arises, you can log in instantly to your online account and take care of business 24/7.

TRANSACTION SPEED —

Citizens Bank & Trust online can execute and confirm transactions with immediate response.

EFFICIENCY —

You can access and manage all of your accounts, Savings, Checking, CDs, even your Trust Accounts, from one secure site.



our iACCESS

Online banking made easier.

Sign up for our new **iACCESS** account and receive access to these great advantages:

iACCESS CHECKING ACCOUNT

- \$50 Minimum to Open
- Internet Banking
- Free Electronic Statements (mandatory)
- Free Debit Card
- Lifetime Service Charge Free Checking
- First Order of Basic Checks Free
- Mandatory Payroll Direct Deposit
- Overdraft Protection - (\$5 transfer fee, eff. 2/1/12)
- Free ATM Access at All Locations
- Free Transfers Between **iACCESS** Accounts
- Mobile Banking
- Free Bill Pay
- Early Closing Fee - Within 90 days, there is a \$15 fee for early closing of account

iACCESS SAVINGS ACCOUNT

- Same features as existing Savings Account
- Free Combined Statement with **iACCESS** Checking Account
- Free Transfers between other **iACCESS** accounts

iACCESS CD

- Uses existing CD Structure
- Must Have **iACCESS** Checking for Free One Time Withdrawal
- CD Counts toward Two Accounts

iACCESS MONEY MARKET

- \$1,000 to Open
- \$1,000 Minimum Balance
- Service Charges Apply (see existing product for details)

Free iPod shuffle when new account holders open 2 or more **iACCESS** accounts. Customers can pick up the gift at any branch 60 days after account opening and they'll be getting a 1099 with the value of the item as interest earned for tax purposes. This must be a new relationship.



money in the bank

Intro to a savings account.

A savings account is a savings account, right? Wrong. Savings accounts, CDs, and other cash investments can be great choices for meeting more immediate goals, since your money is safe and easily accessible. But they can vary widely in interest rates, fees, service charges, and potential penalties. So it's smart to shop around for an account that not only keeps your money secure - but also helps it grow.

It's no secret that the higher the interest rate, the more the account earns. But interest can be calculated in two ways - simple or compound. An account

paying simple interest means you'll only earn interest on the principal, or the amount you put into the account. But an account paying compound interest will pay interest on your interest too - helping your account grow faster. Another thing to look for is whether you're charged any fees or commissions for opening an account or keeping it open, since that could take a big bite out of your earnings.

From no minimum balance fees to 24-hour online access, you can compare savings accounts to find the one that's best for you at [Citizens-Bank.com](https://www.citizensbank.com).



are you interested?

Growing interest with CDs.

You can enjoy the best that CDs and savings accounts can provide if your bank offers interest disbursement. It means you can have the interest you're earning on your CDs automatically transferred to your savings or checking account every month - or once a year, if you prefer. This choice gives you access to your earnings without dipping into your principal or facing penalties for early withdrawal, and is a good option if you need the money for some living expenses. And you'll still have the full amount of your principal to reinvest in your ladder when the CD matures.

If you don't choose interest disbursement, the interest is credited directly to your CD, so your principal is even larger when you reinvest it in a new CD.

MATURITY DATES—

Staggering the maturity dates of CDs gives you greater flexibility than investing your entire principal in a single CD. Let's say you have \$7,500 to invest, and you are looking for a CD with a three-year term to take advantage of the higher rates that are usually paid on longer-term CDs.

LADDERING—

To ladder, you divide your principal into three parts, worth \$2,500 each, and buy a one-year CD, a two-year CD, and a three-year CD. When the one-year CD matures, you reinvest in a three-year CD. You do the same when the two-year CD matures, and again when the original three-year CD matures. At that point, you'll have three CDs, each with a three-year term, but with one maturing each year.

CHANGE—

Interest rates are subject to change, but by laddering CDs, you're able to even out the highs and lows that invariably come with interest rate cycles.



check with reality

What kind of lifestyle do you want?

MONTHLY EXPENSES

TOTAL

SHELTER

- apartment

TOTAL

TRANSPORTATION

- gas

TOTAL

FOOD

- groceries
 restaurants

TOTAL

UTILITIES

- electricity/gas
 water
 land line
 cellular phone
 internet
 cable

TOTAL

ENTERTAINMENT

- movies
 sports events
 concerts
 books/magazines
 clubs
 bars

TOTAL

PERSONAL

- clothing
 haircuts
 cosmetics/toiletries
 manicures
 laundromat

TOTAL

OTHER

- car insurance
 health insurance
 tuition
 books
 student loans
 gym memberships
 vacations
 pets
 tobacco products

GRAND TOTAL

JUST TO GET BY

If your grand total is \$1,000 or more then you would need to make at least \$7 an hour, or salary of \$14,560 before taxes.

If your grand total is \$2,000 or more then you would need to make at least \$14 an hour, or salary of \$29,120 before taxes.

If your grand total is \$3,000 or more then you would need to make at least \$21 an hour, or salary of \$43,680 before taxes.

If your grand total is \$4,000 or more then you would need to make at least \$28 an hour, or salary of \$58,240 before taxes.

All of these calculations are **just to get by** paying for your expenses, this doesn't include putting any money into savings.

it's never too early to start saving

What you'll need for what you want.



The average price of new home in Florida is \$182,400.



The average price for a four day ski vacation is \$1300.



The average price of new car in Florida is \$28,400.



The average price of a roundtrip ticket from TPA to NYC is \$348.



The good, bad, and the ugly

How to read your credit report.

Your credit report contains a wealth of information about your financial actions. If you have credit or loan accounts, those accounts and how you pay them, are included in your credit report. It's important to review your credit report at least once a year so you know what your creditors are saying about you.

Understanding your credit report can be confusing, especially if you're reading it for the first time. Here is a breakdown of the types information contained in your report.

Personal information including your name, address, and place of employment is used to identify you. Previous addresses and places of employment might also be included.

It's not uncommon to have variations or misspellings of your name. Most credit reporting agencies leave these variations to maintain the link between your identity and the credit

information. Having different variations of your name and old addresses won't hurt your credit score as long as it's actually your information. Make sure personal information is identifying you and not someone else. The credit summary section of your credit report summarizes information about the different types of accounts you have. This section lists the total number, balance, number of current, and number of delinquent accounts. It will include the following account types:

Real estate accounts, any mortgages that you have, revolving accounts, like credit cards and lines of credit Installment accounts, like loans other accounts collection accounts your credit summary will also summarize the number of accounts you have open, closed, in public records, and the number of inquiries made against your credit within the past two years.

The good, bad, and the ugly

Even more on reading your credit report.

The account history section of your credit report contains the bulk of the information. This section includes each of your credit accounts and details about how you've paid. Your account history will be very detailed, but it's important that you read through to make sure the information is being reported correctly.

Each account will contain the several pieces of information.

CREDITOR NAME — of the institution reporting the information.

ACCOUNT NUMBER — associated with the account. The account number may be scrambled or shortened for privacy purposes.

ACCOUNT TYPE — i.e. revolving account, education loan, auto loan.

RESPONSIBILITY — This indicates whether you have individual, joint, or authorized user responsibility for the account.

MONTHLY PAYMENT — is the minimum amount you are required to pay on the account each month.

DATE OPENED — The month and year the account was established.

DATE REPORTED — is the last date the creditor updated the account information with the credit bureau.

BALANCE — The amount owed on the account at the time data was reported.

CREDIT LIMIT — is your limit of credit

HIGH CREDIT — is the highest amount ever charged on the credit card. For installment loans, high credit is the original loan amount.

PAST DUE — Amount past due at the time the data was reported.

REMARKS — are comments made by the creditor about your account.

PAYMENT STATUS — Indicates the status of the account, i.e. current, past due, charge-off. Even if your account is current, it might contain information about previous delinquencies.

PAYMENT HISTORY — Indicates your monthly payment status since the time your account was established.

The good, bad, and the ugly

How to read your credit report continued.

Public records include information like bankruptcies, judgments, tax liens, state and country court records, and, in some states, overdue child support. Depending on the type of account, a public record can remain on your credit report between 7-10 years. Only severe financial blunders appear in this section, not criminal arrests or convictions. Because public records can severely damage your credit, it's best to keep this section clear.

Credit inquiries list all parties who have accessed your credit report within the past two years. While your version of the credit report lists several credit inquiries, not all of these appear on the lenders' and creditors' versions. Only "hard" inquiries are shown to lenders. These are inquiries made when a lender checks your credit report to approve your credit application. Your version will also include "soft" inquiries consisting of inquiries made by lenders for promotional purposes.



Links to information you need to know

GREAT LINK FOR ASSISTANCE WITH MONEY MANAGEMENT SKILLS...VERY HELPFUL—

360financialliteracy.org/Life-Stages/College-Students

LINKS TO EVERY KIND OF CALCULATOR YOU COULD IMAGINE!—

360financialliteracy.org/Tools/Calculators

NATIONAL FINANCIAL EDUCATORS COUNCIL BLOG...TONS OF ARTICLES—

financialeducatorsCouncil.org/blog/category/college-money-management/

A GREAT SITE FOR RETIREMENT SAVINGS TIPS FOR YOUNG PEOPLE AND OTHER USEFUL FINANCIAL INFORMATION—

investopedia.com/articles/younginvestors/06/tips18to24.asp

GET YOUR CREDIT REPORT FREE HERE!—

annualcreditreport.com/cra/index.jsp

HOW DO CREDIT REPORTS WORK? FIND OUT HERE—

money.howstuffworks.com/personal-finance/debt-management/credit-report.htm

WHATS A FICO SCORE YOU MIGHT ASK? THIS SITE WILL TELL YOU YOUR SCORE AND HOW TO MAINTAIN A GOOD SCORE—

myfico.com/CreditEducation/CreditScores.aspx



863.676.7631 | 888.676.7631 | www.Citizens-Bank.com

Auburndale | Bartow | Dundee | Haines City | Frostproof | Lake Wales | Lakeland | Winter Haven

