

G&F FINANCIAL GROUP REACHES \$2 BILLION IN ASSETS *G&F celebrates another milestone*

Burnaby, BC –G&F Financial Group, one of BC’s top ten credit unions, is proud to celebrate surpassing \$2 billion in on-balance sheet assets. As a local Lower Mainland credit union, G&F opened its doors over 75 years ago in 1940, reaching \$1 billion in assets by 2011, and through steady and sustained growth, has grown by another \$1 billion over the past seven years.

Through industry-leading innovation and collaboration, G&F has grown to a network of 15 (soon to be 16) branches that range from Vancouver to Langley. G&F was also one of the first credit unions to pioneer the money advisor universal representative model in branches, favouring a team of G&F experts who partner with members to help plan and define personalized financial goals.

The theme of personalized advice and partnerships helped drive the creation of G&F’s boutique branches, at Brentwood, Metrotown and opening soon in Vancouver’s West End. These branches are designed to be welcoming to members and include interactive technology that gives members the tools they need to reach their financial dreams.

As G&F has reached new levels of success, the credit union has always focused on giving back to members, employees and the local communities. In 2017 alone, G&F donated over \$700,000 to local groups throughout the Lower Mainland in the forms of grants, donations, sponsorships and in-kind support.

“G&F is proud to have surpassed \$2 billion in assets and this tremendous achievement is possible with the support and trust from our members,” say Bill Kiss and Jeff Shewfelt, Co-CEOs of G&F Financial Group. “Our passion for our members, our employees and our communities will stay front and centre as we continue to grow and reach new heights.”

With success comes the ability to create new and exciting opportunities for the credit union. G&F has purchased space at the new Kings Crossing development at the intersection of Kingsway and Edmonds in Burnaby and will be occupying four floors of the building in 2019. Plans for the space include creating a flagship branch location and the creation of meeting spaces for partner and community groups.

About G&F Financial Group

With over 30,000 members, soon-to-be 16 locations and over \$2.3 billion in assets under administration, G&F Financial Group proudly provides a full range of personal and business banking solutions to our credit union members. With a passion for educating and empowering others to achieve their financial goals, we focus on providing advice tailored uniquely for each member and have supported members and invested in our local communities for over 75 years.

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