

CollegeCountsSM

Alabama's 529 Fund



Q 1 2019 Review Meeting
June 12, 2019

Period ended
March 31, 2019

UBT
Union Bank & Trust
Program Manager



*Offered by the
State of Alabama*

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Past performance is no guarantee of future results.

CollegeCounts 529 Fund - Summary Page (June 29, 2018 Program Disclosure Statement as supplemented)

Account Owner Eligibility	<ul style="list-style-type: none"> • U.S. citizens and resident aliens who are at least 19 years old • Individual, UTMA/UGMA custodian, trust, certain entities, 501(c)(3)
Beneficiary Eligibility	<ul style="list-style-type: none"> • U.S. citizen or resident alien with a valid Social Security number. • May be of any age
Contributions Minimum Maximum	<ul style="list-style-type: none"> • No minimum or ongoing contribution required • \$475,000 per beneficiary
Alabama State Income Tax Deduction	<ul style="list-style-type: none"> • Contributions tax deductible up to: <ul style="list-style-type: none"> • \$5,000 per tax return • \$10,000 if married filing jointly and both contribute
Federal Income Tax Benefits	<ul style="list-style-type: none"> • Tax-deferred growth • Tax-free withdrawals for qualified college expenses
Qualified College Expenses	<ul style="list-style-type: none"> • Tuition, fees, books, supplies, equipment required for enrollment • Room & board if enrolled at least 1/2 time • Computers, related peripheral equipment, computer software, internet access

Direct Plan Costs

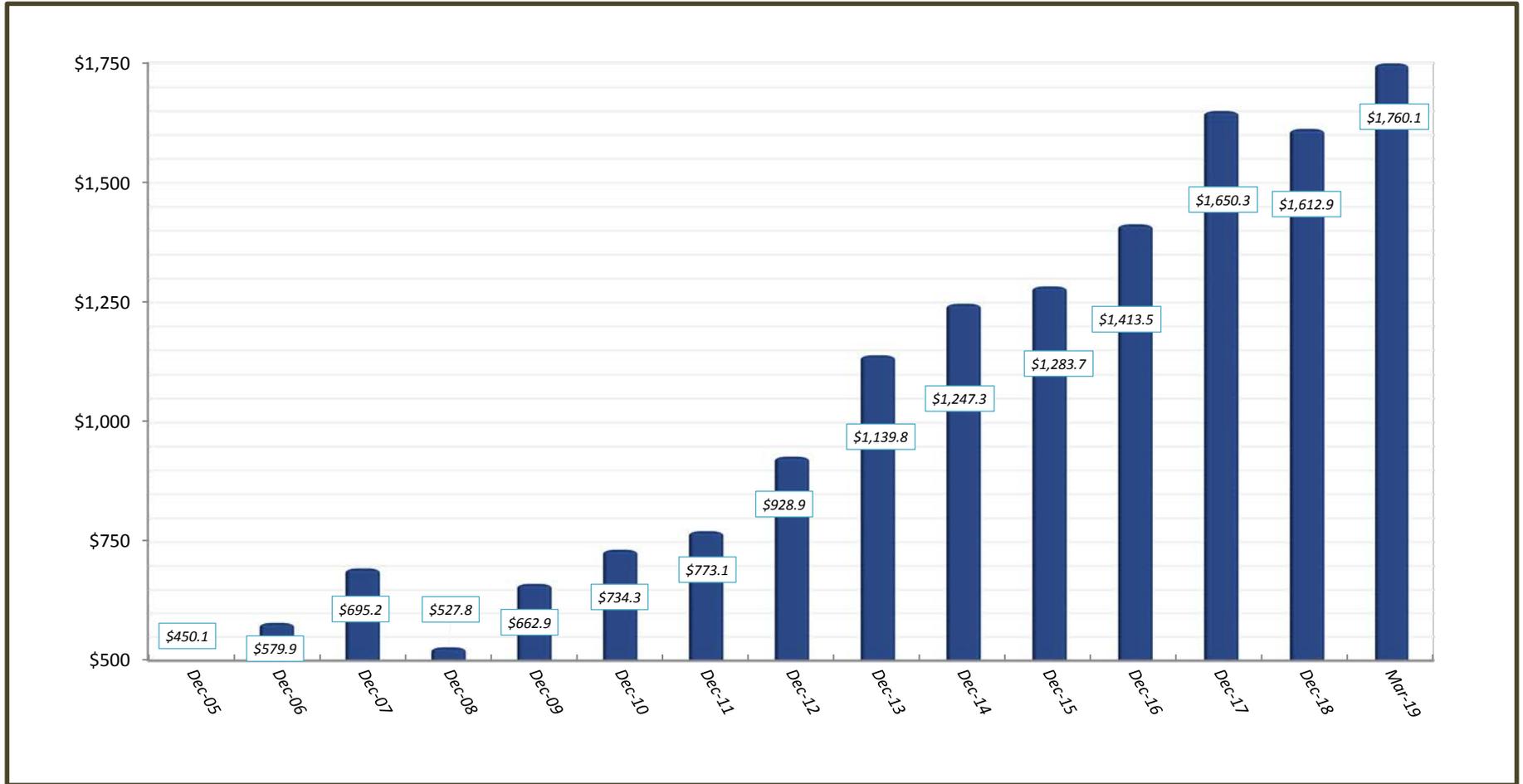
Set-up Fee	• none												
Annual Account Fee	• none												
State Fee	• none												
Program Management Fee	• 0.25%												
Underlying Fund Costs	<table border="1"> <thead> <tr> <th></th> <th><u>Range</u></th> <th><u>Average</u></th> </tr> </thead> <tbody> <tr> <td>• Age—Based Portfolios</td> <td>0.04% - 0.07%</td> <td>0.05%</td> </tr> <tr> <td>• Target Portfolios</td> <td>0.04% - 0.07%</td> <td>0.05%</td> </tr> <tr> <td>• Individual Fund Portfolios</td> <td>0.02% - 0.63%</td> <td>0.21%</td> </tr> </tbody> </table>		<u>Range</u>	<u>Average</u>	• Age—Based Portfolios	0.04% - 0.07%	0.05%	• Target Portfolios	0.04% - 0.07%	0.05%	• Individual Fund Portfolios	0.02% - 0.63%	0.21%
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Upfront Sales Charge or Trails	• none												
Fund Families	• Vanguard, T. Rowe Price, DFA, MainStay, PIMCO, Fidelity, and Dodge & Cox												

Advisor Plan Costs

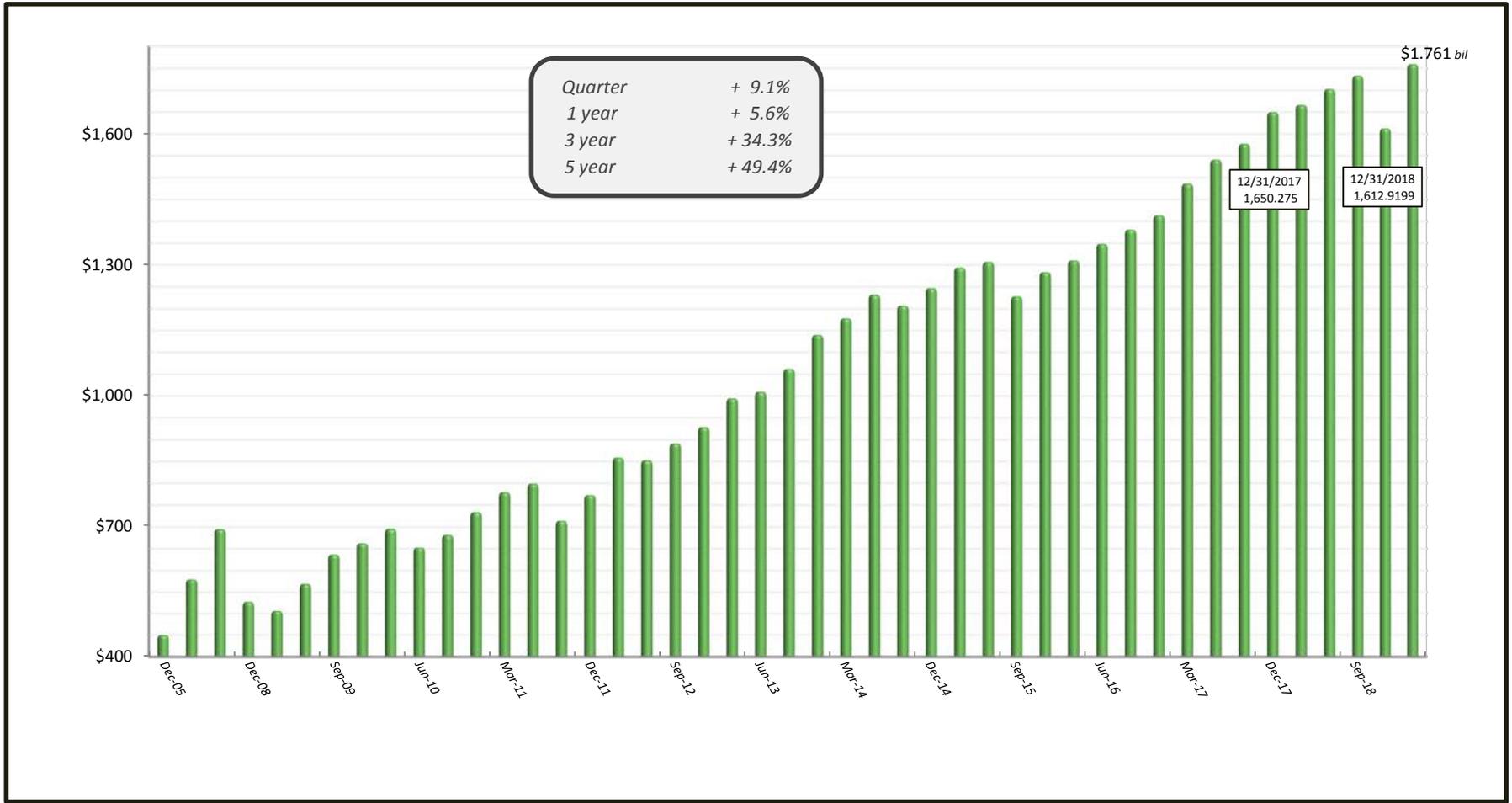
Set-up Fee	• none																				
Annual Account Fee	• \$12 <i>(waived for accounts with an Alabama owner or beneficiary)</i>																				
State Fee	• 0.10%																				
Program Management Fee	• 0.30%																				
Underlying Fund Costs	<table border="1"> <thead> <tr> <th></th> <th><u>Range</u></th> <th><u>Average</u></th> </tr> </thead> <tbody> <tr> <td>• Age—Based Portfolios</td> <td>0.28% - 0.49%</td> <td>0.46%</td> </tr> <tr> <td>• Target Portfolios</td> <td>0.28% - 0.49%</td> <td>0.44%</td> </tr> <tr> <td>• Individual Fund Portfolios</td> <td>0.10% - 1.25%</td> <td>0.51%</td> </tr> </tbody> </table>		<u>Range</u>	<u>Average</u>	• Age—Based Portfolios	0.28% - 0.49%	0.46%	• Target Portfolios	0.28% - 0.49%	0.44%	• Individual Fund Portfolios	0.10% - 1.25%	0.51%								
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Upfront Sales Charge or Trails	<table border="1"> <thead> <tr> <th></th> <th><u>A</u></th> <th><u>B*</u></th> <th><u>C</u></th> <th><u>F</u></th> </tr> </thead> <tbody> <tr> <td>• Sales Charge</td> <td>3.50%</td> <td>none</td> <td>none</td> <td>none</td> </tr> <tr> <td>• Annual Account Servicing Fee</td> <td>0.25%</td> <td>0.25%</td> <td>0.50%</td> <td>none</td> </tr> <tr> <td>• Contingent Deferred Sales Charge</td> <td>none</td> <td>5%</td> <td>none</td> <td>none</td> </tr> </tbody> </table> <p><i>* CLOSED to new investors. 5% CDSC declines over 5 years - convert to A shares in year 8</i></p>		<u>A</u>	<u>B*</u>	<u>C</u>	<u>F</u>	• Sales Charge	3.50%	none	none	none	• Annual Account Servicing Fee	0.25%	0.25%	0.50%	none	• Contingent Deferred Sales Charge	none	5%	none	none
	<u>A</u>	<u>B*</u>	<u>C</u>	<u>F</u>																	
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Fund Families	• T. Rowe Price, BlackRock, DFA, Northern Funds, MainStay, Fidelity, American Century, William Blair, Principal, Neuberger Berman, Templeton, Touchstone, Vanguard, Credit Suisse, PIMCO, and State Street																				

• Assets & Accounts			
• Total Plan Assets	\$1.76 bil		+ 9.1% ytd
• Advisor \$1.237 bil Direct \$523.0 mil			
• Total accounts	93,279		
• Total Contributions YTD 2019	\$47.6 mil		
• Alabama residents			
• Alabama Plan Assets	\$990.1 mil		+ 11.3% ytd
• Alabama accounts	55,738		
• Alabama contributions YTD 2019	\$37.0 mil		
• Rollover Contributions YTD 2019			
• Direct Plan	\$2.89 mil		
• Advisor Plan	\$3.82 mil		
• Rollovers Dollars (<i>Alabama Account Owner</i>)	87.3%		
• Age-Based Accounts & Assets			
	<u>Accounts</u>	<u>Assets</u>	
• Direct Plan	68.5%	62.1%	
• Advisor Plan	72.2%	66.9%	
• Plan Asset Allocation			
• Direct Plan	62.5% equity		
• Advisor Plan	53.6% equity		
• Average Age			
• Account Owner	50.4 years		
• Beneficiary	13.1 years		
• Account size			
	Alabama	Plan	
• Average account size	\$17,763	\$20,611	
• Median account size	\$8,068	\$8,532	

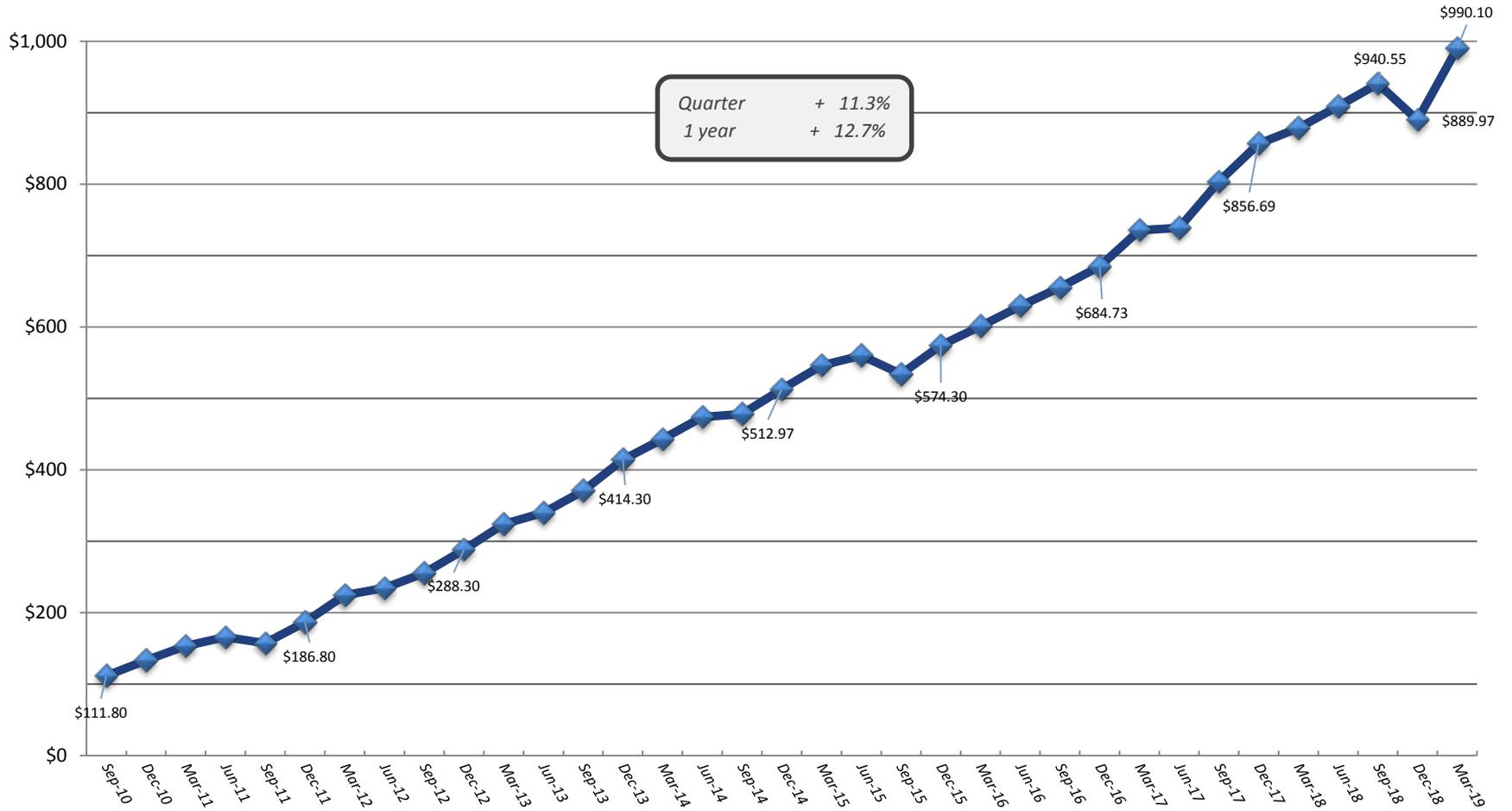
Total Plan Assets



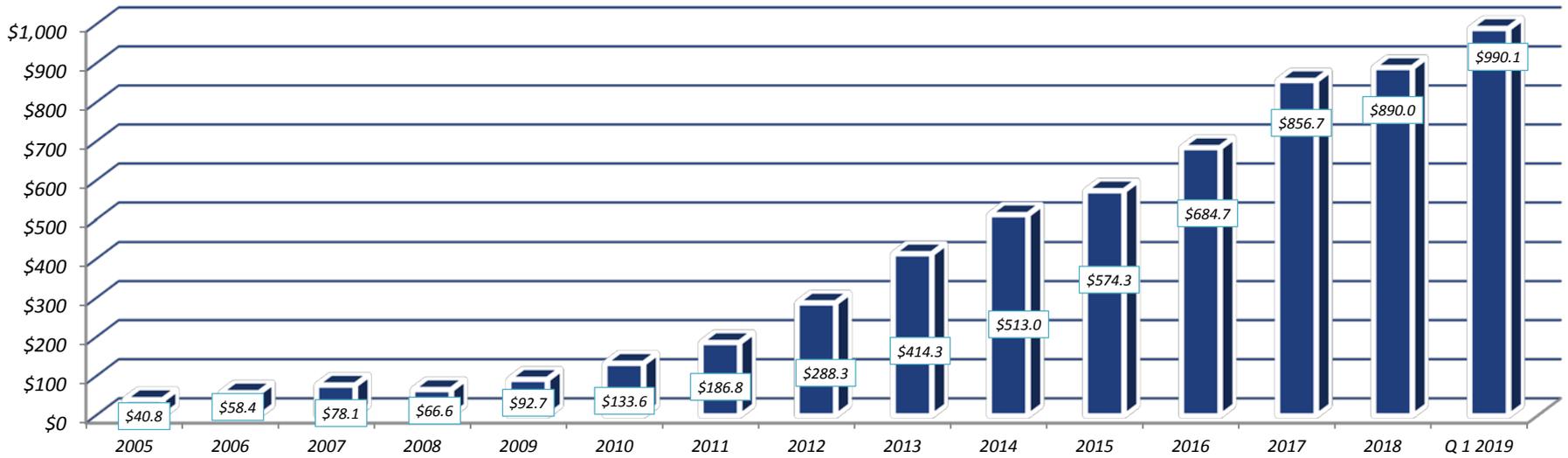
Note: Historical #'s through June 2010 are year end and quarterly #'s as reported by Van Kampen. July 2010 value represents the \$671 mil conversion total.



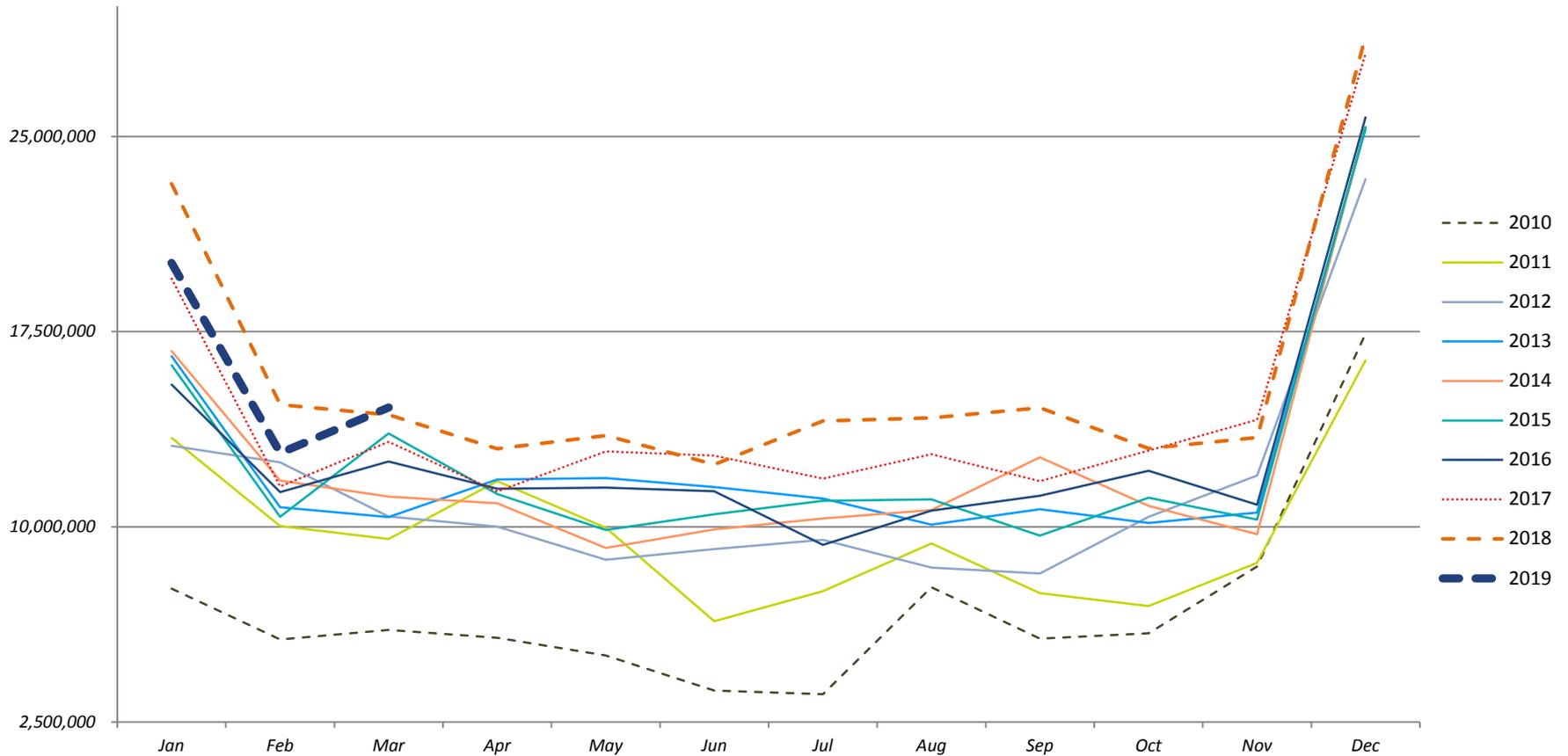
Alabama Assets (quarter end)



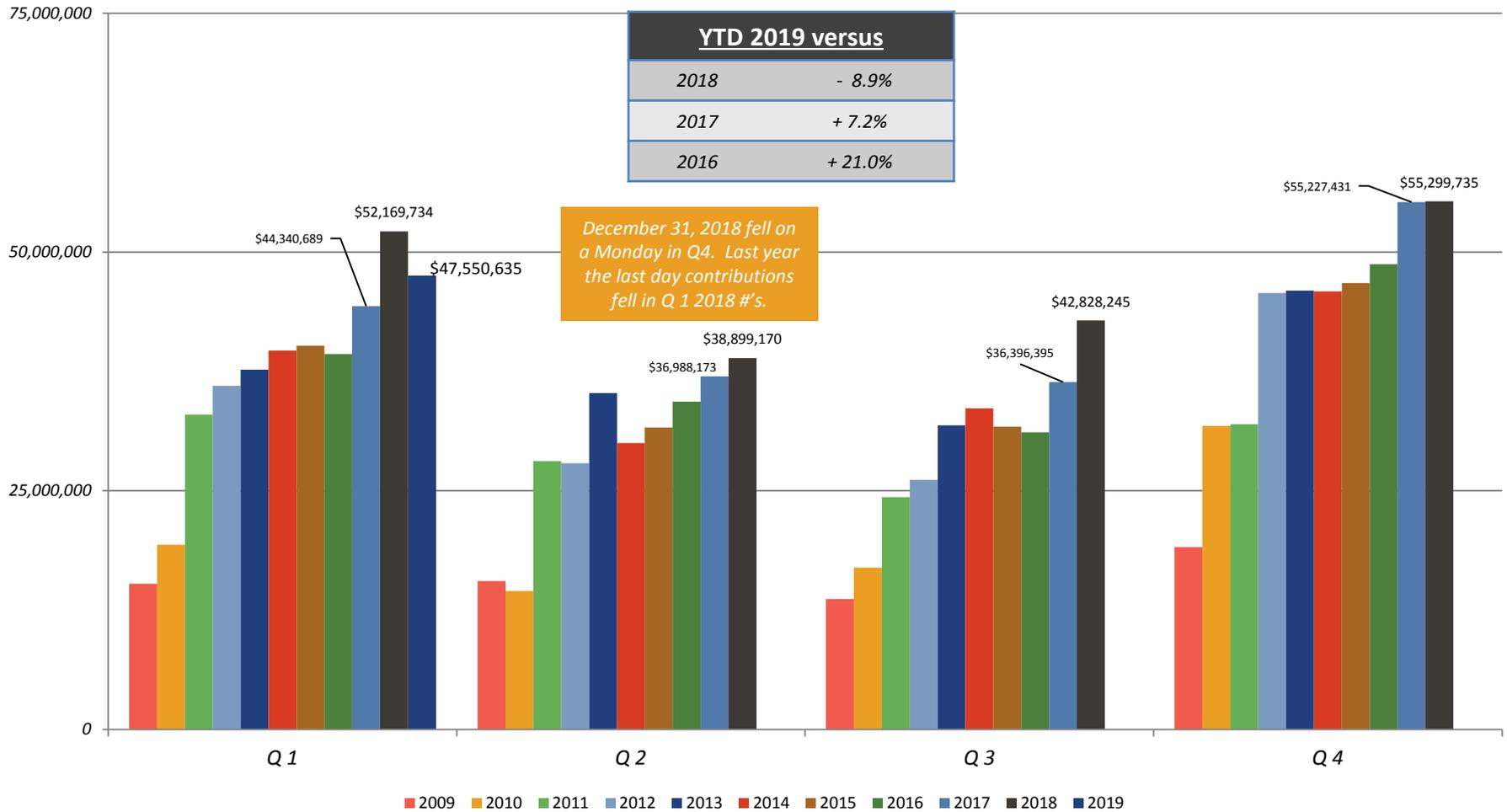
Calendar Year End



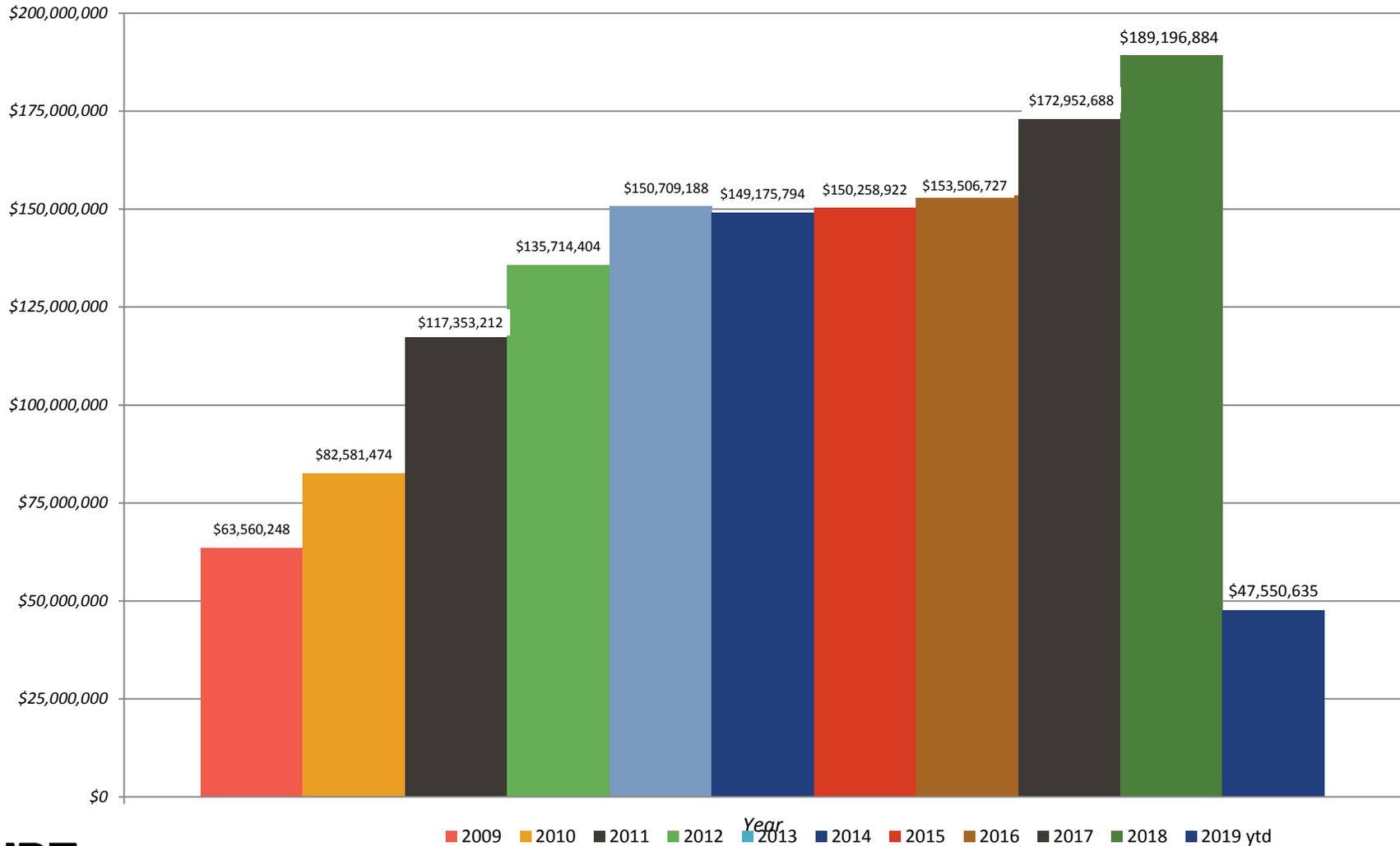
Total Contributions



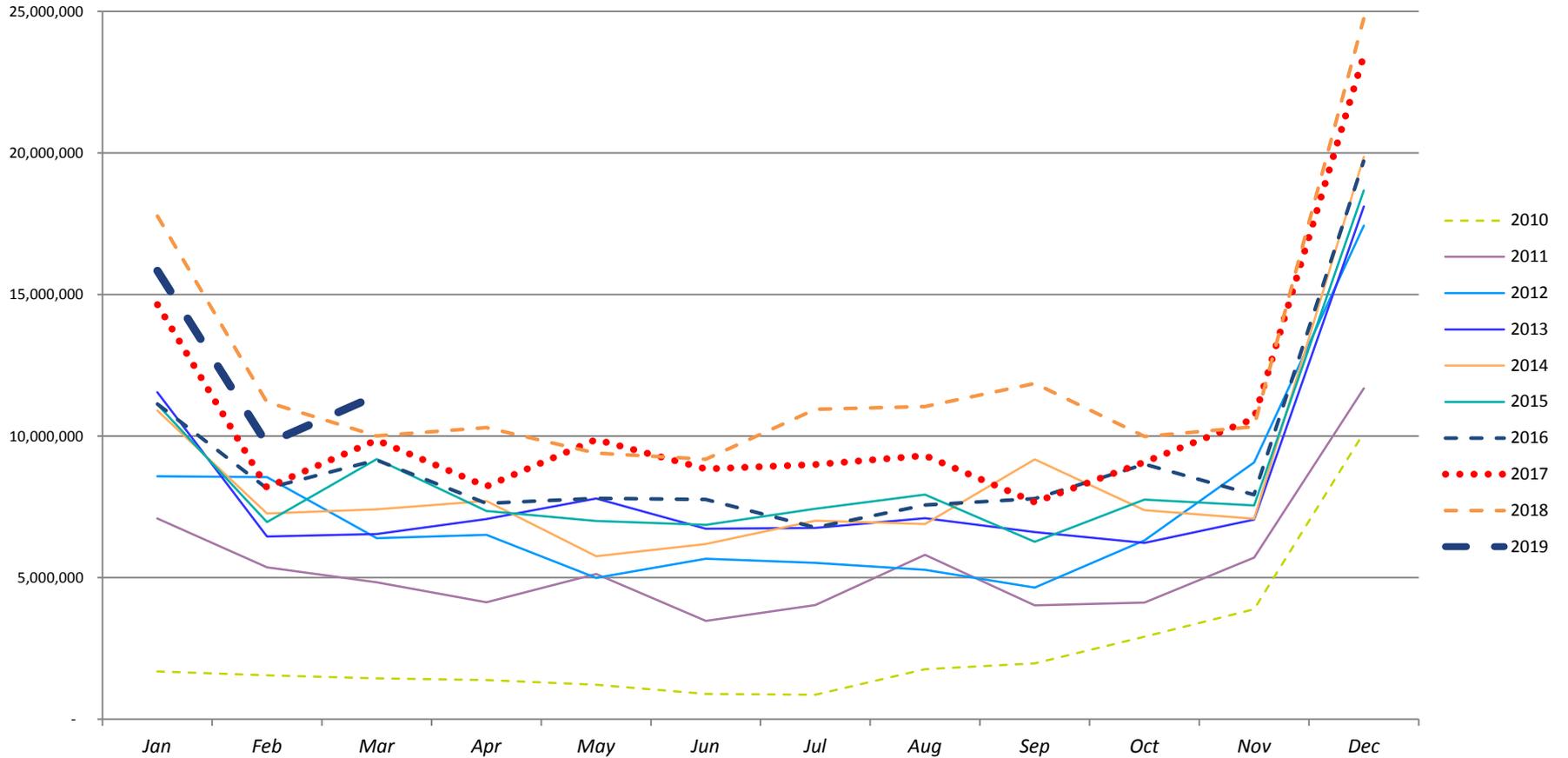
Total Contributions by quarter (2010 – 2019)



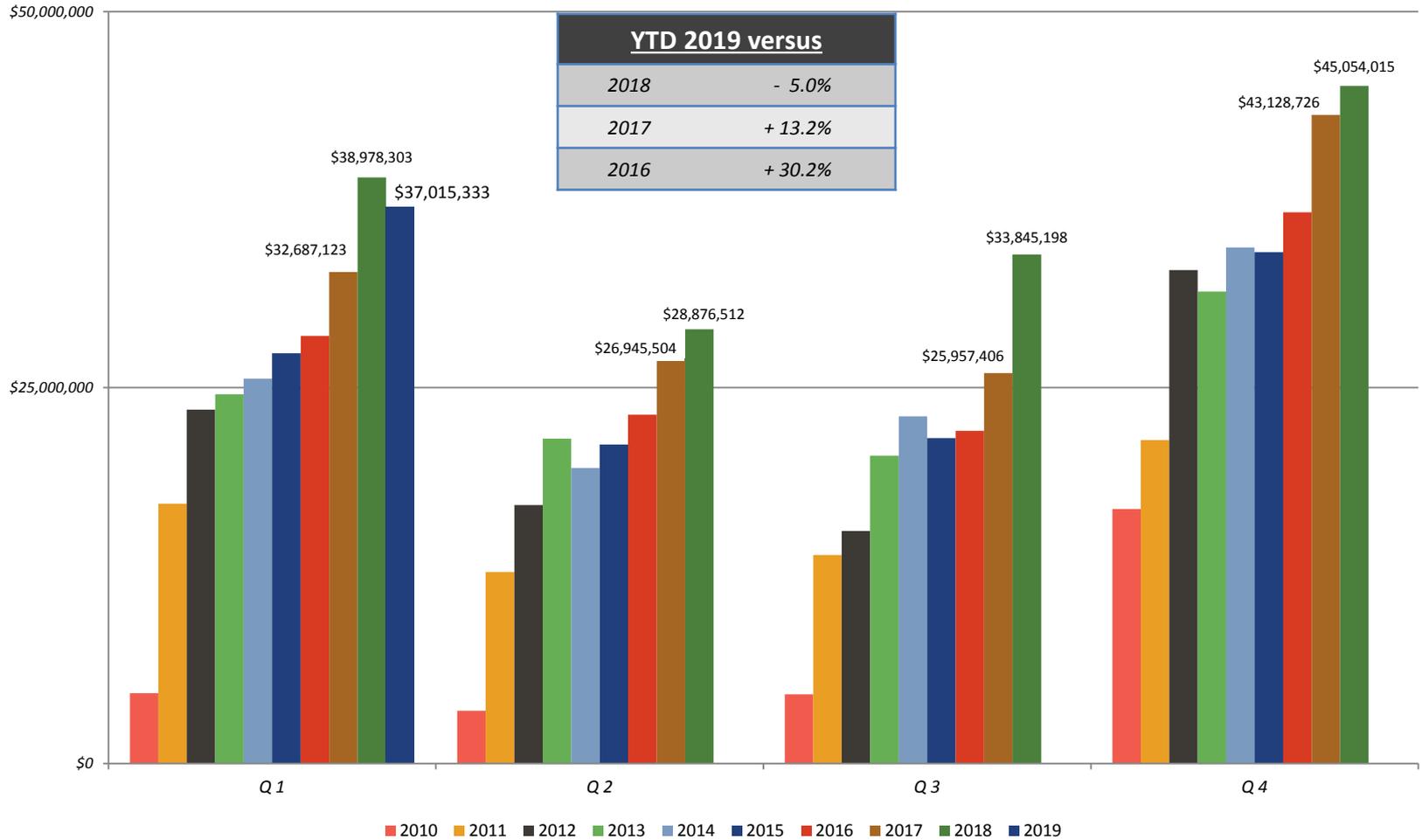
Total Contributions by Calendar Year (2010 – 2019)



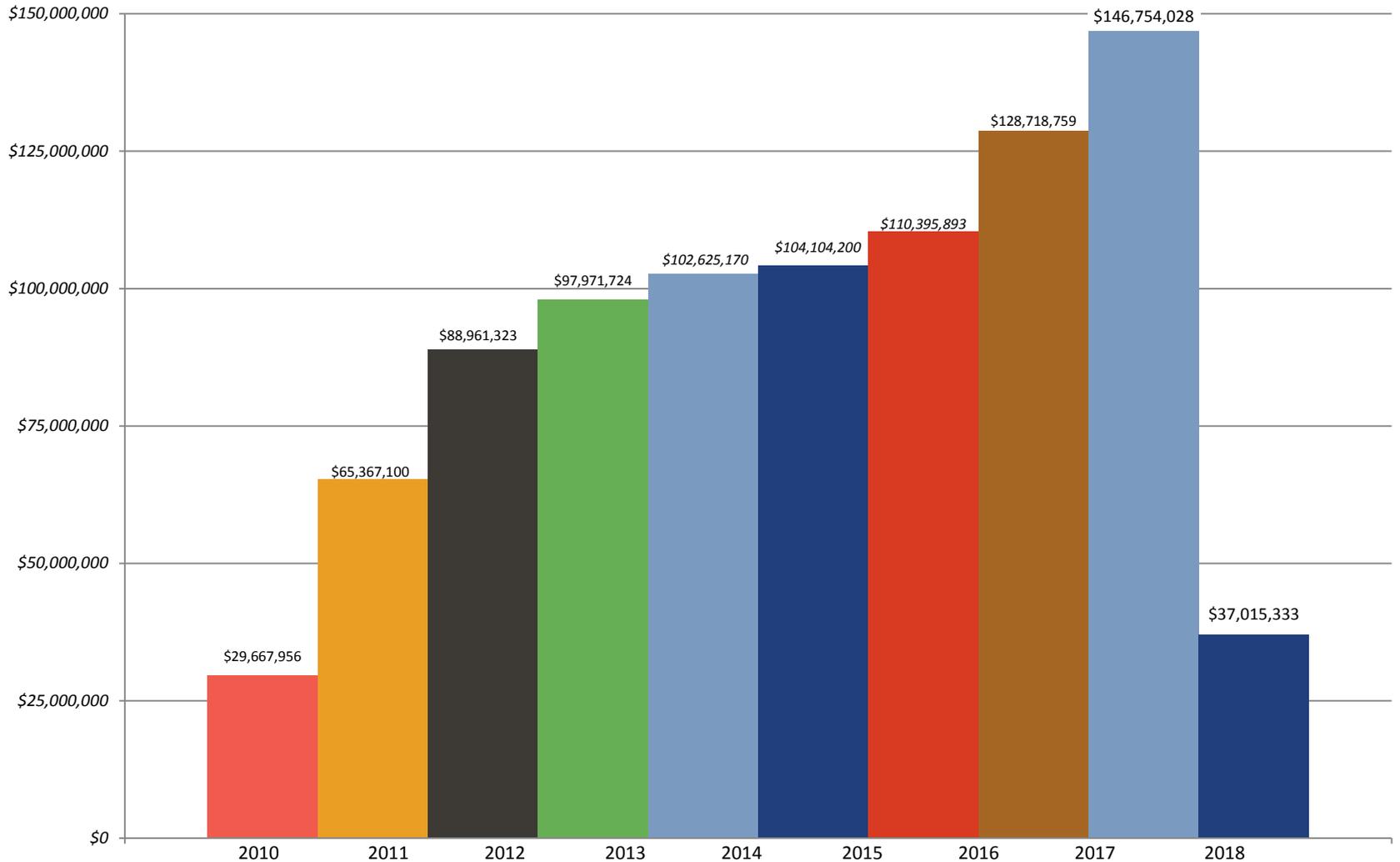
Alabama Contributions



Alabama Contributions by quarter (2010 - 2019)



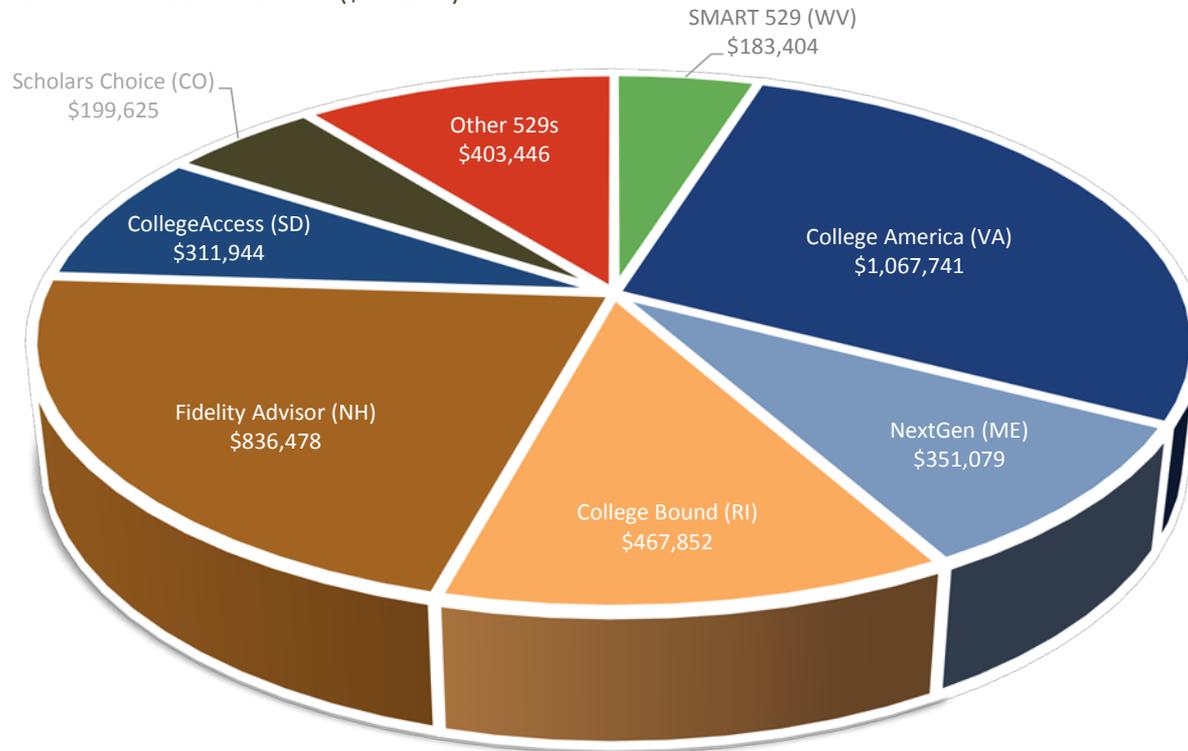
Alabama Contributions by Calendar Year (2010 - 2019)



YTD Advisor Plan "Rollovers In"

	<u>Number</u>	<u>versus 2018 CY</u>	<u>\$ Amount</u>	<u>versus 2018 CY</u>
<i>CY 2018</i>	839	23.8%	\$17.7 mil	20.6%

Rollover Contributions (\$3.82 mil)

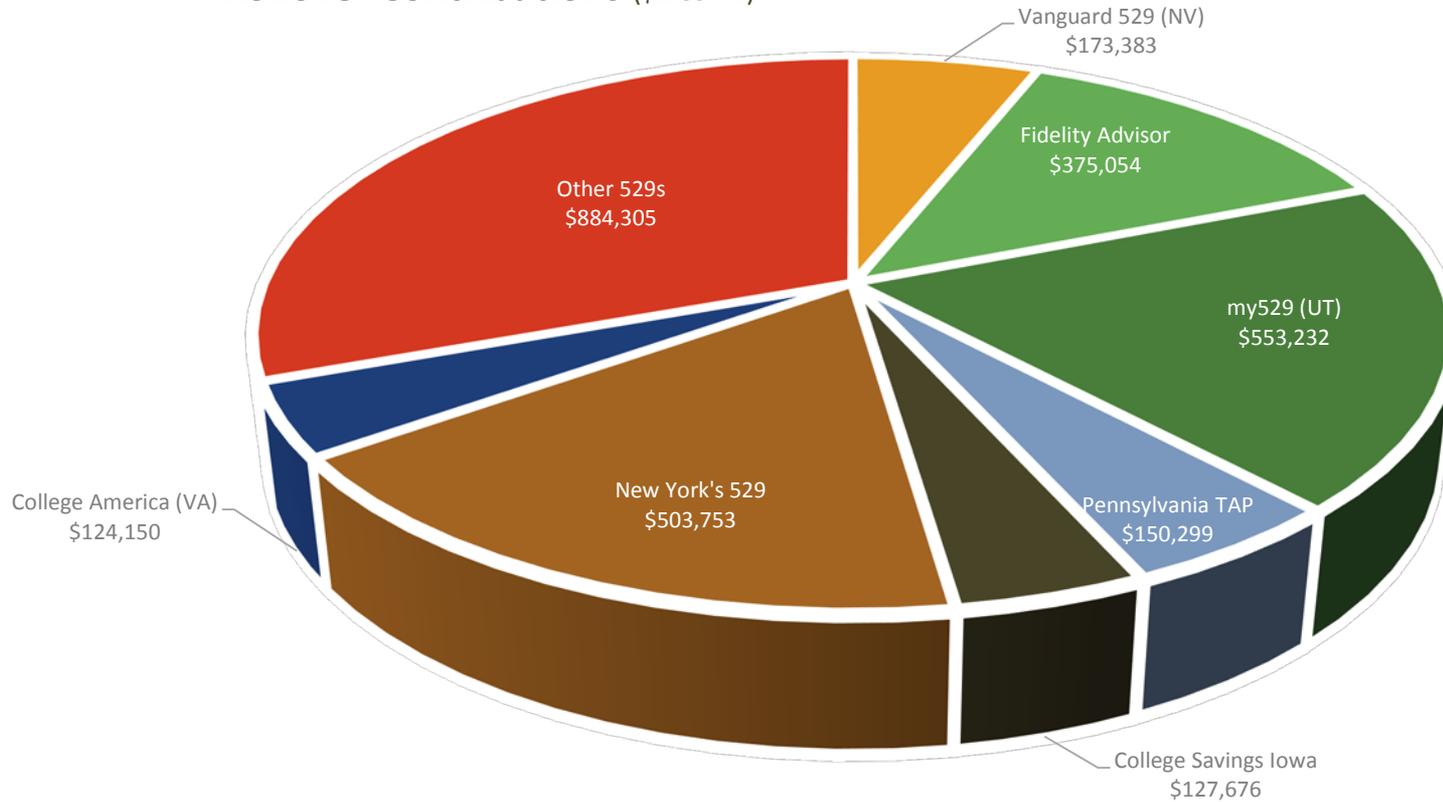


200 Incoming Rollovers
Average Rollover = \$19,108

YTD Direct Plan "Rollovers In"

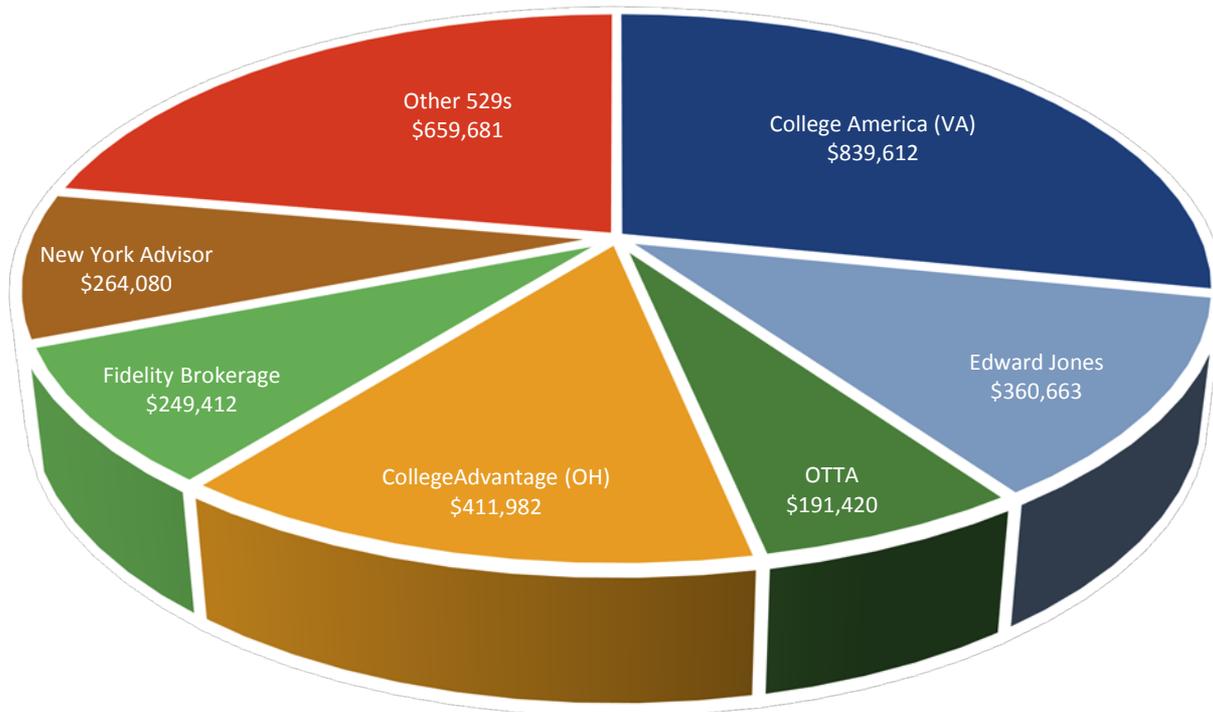
	<u>Number</u>	<u>versus 2018 CY</u>	<u>\$ Amount</u>	<u>versus 2018 CY</u>
<i>CY 2018</i>	<i>649</i>	<i>24.5%</i>	<i>\$11.88 mil</i>	<i>24.3%</i>

Rollover Contributions (\$2.89 mil)



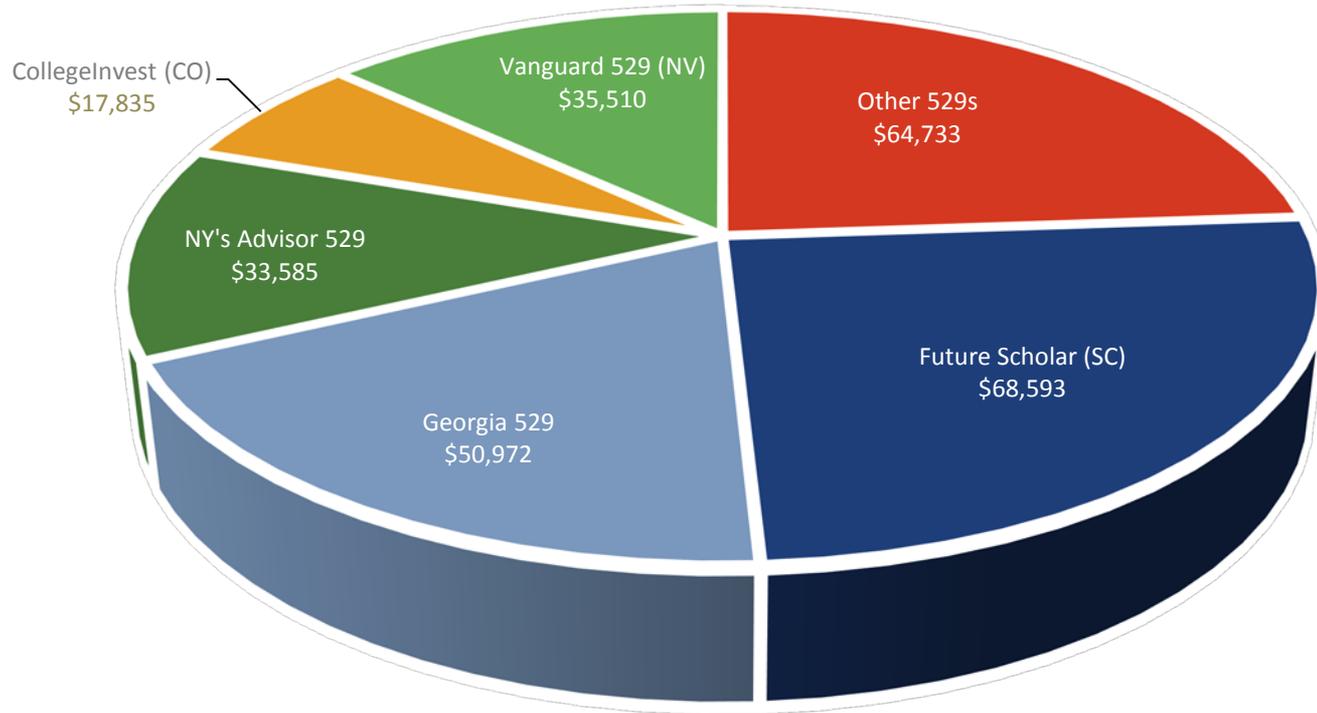
159 Incoming Rollovers
Average Rollover = \$18,188

529 Rollovers Out (\$2.98 mil)

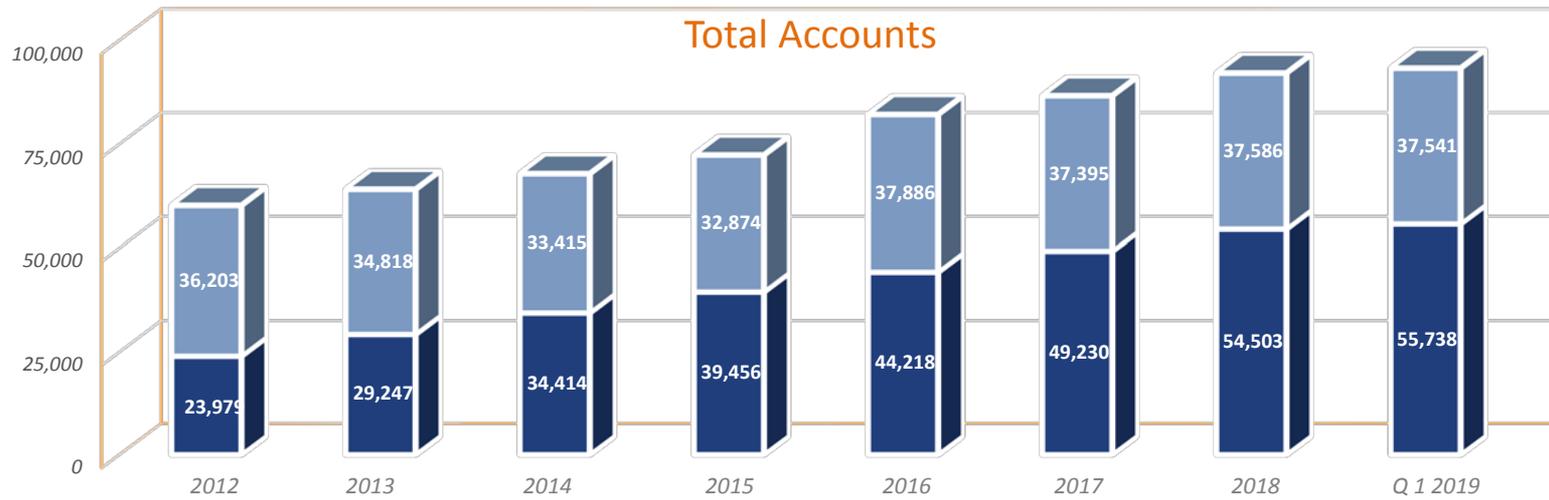
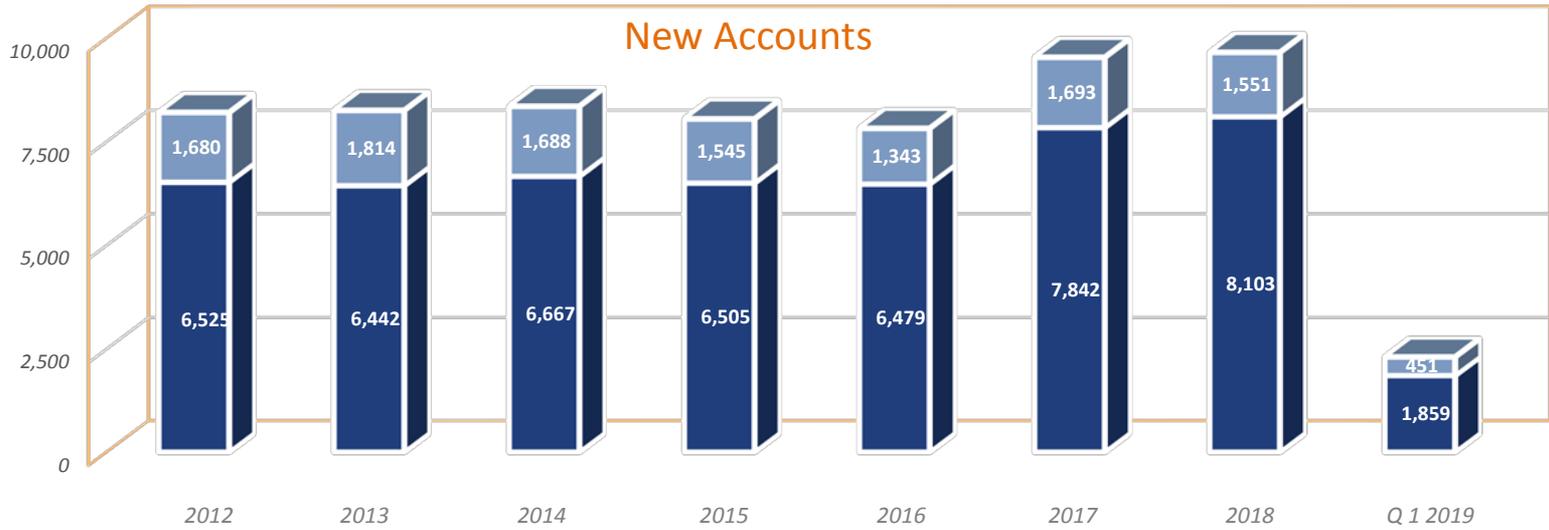


All Ohio rollovers by
Ohio residents

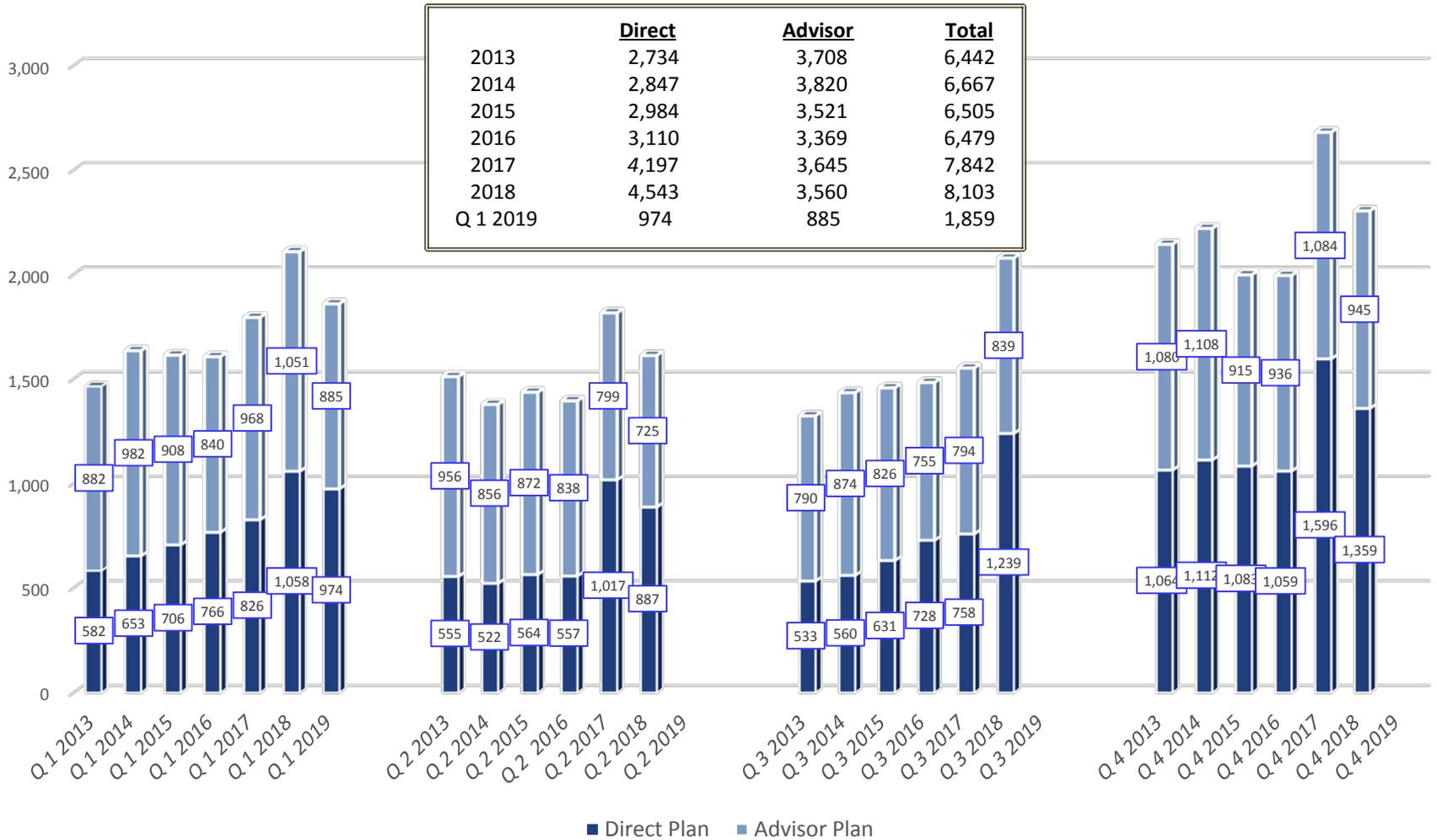
Rollovers Out (\$271k)



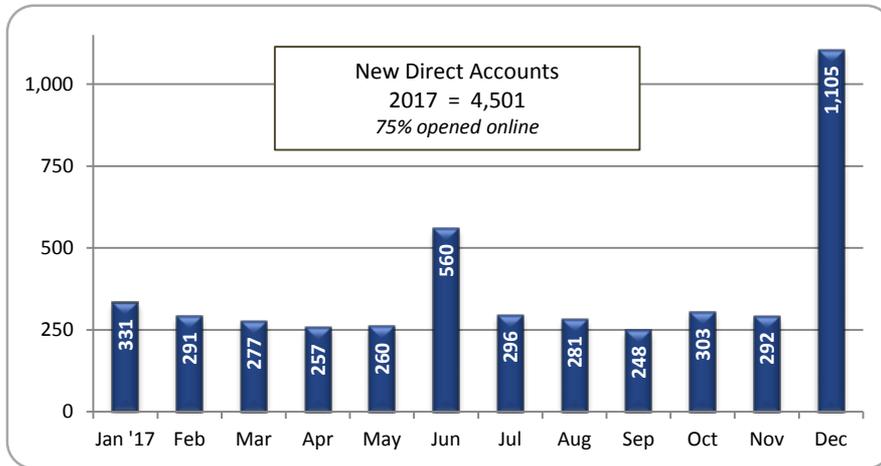
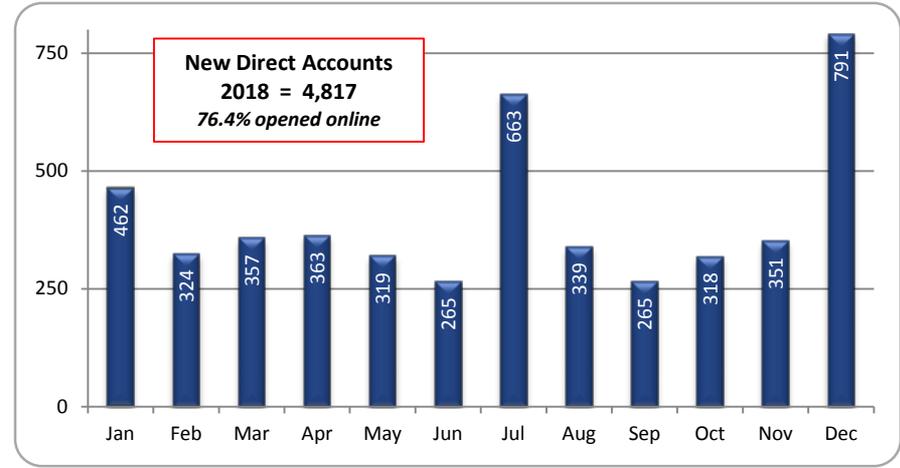
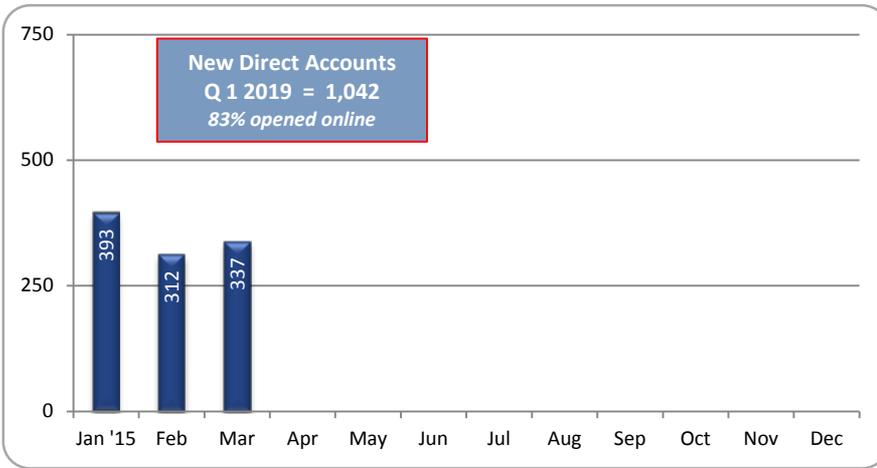
Accounts (calendar year)



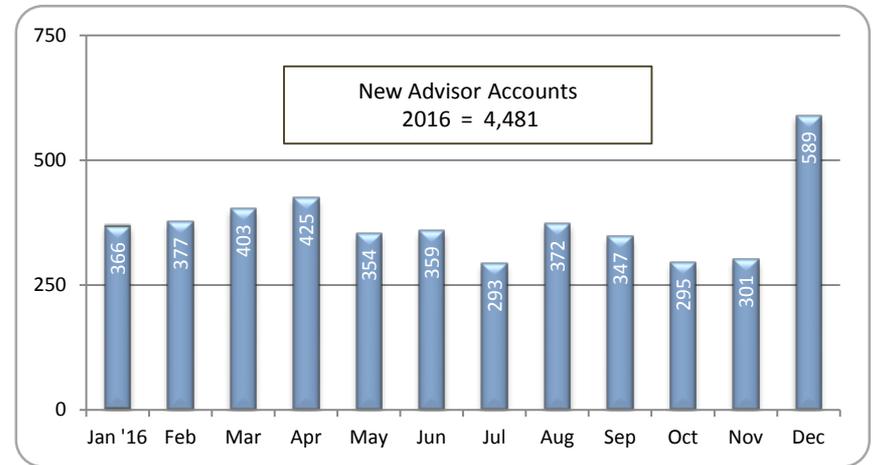
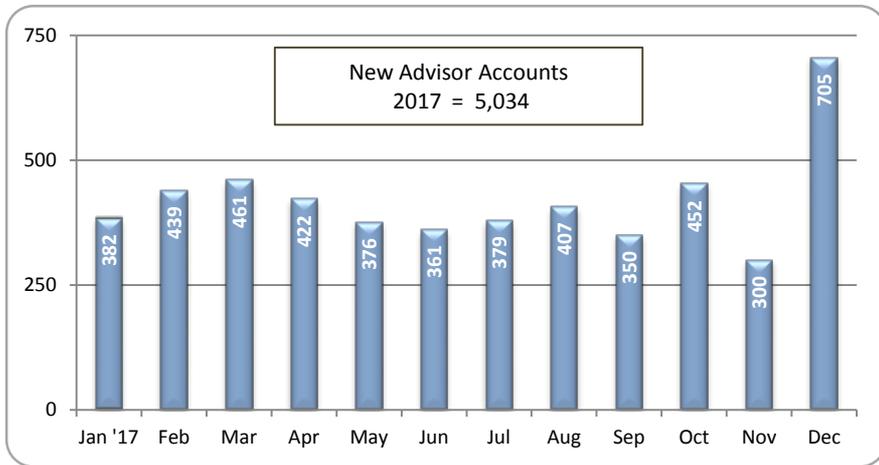
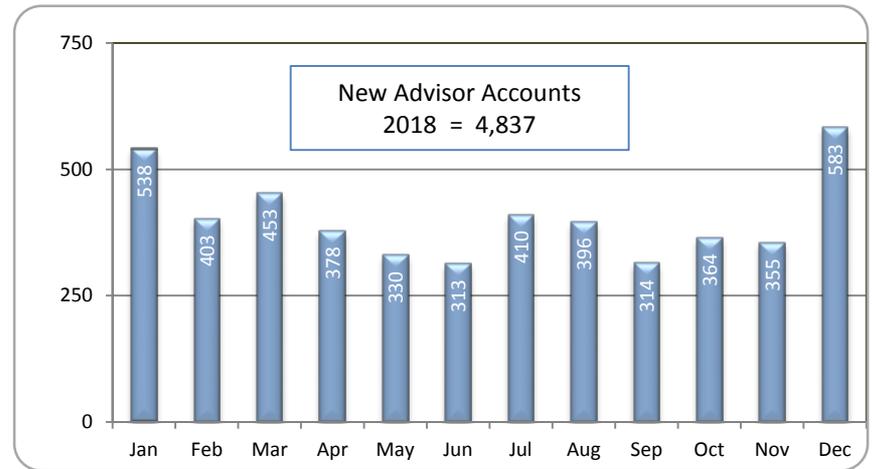
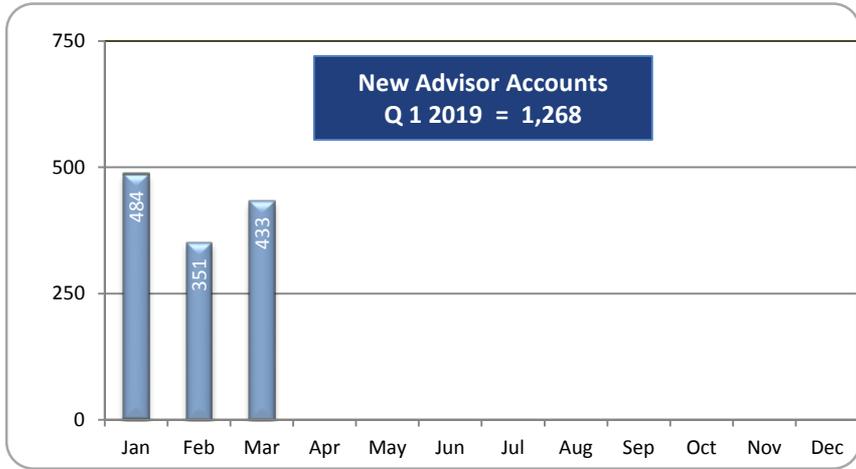
New Alabama Accounts - by quarter



New Direct Accounts *by month*

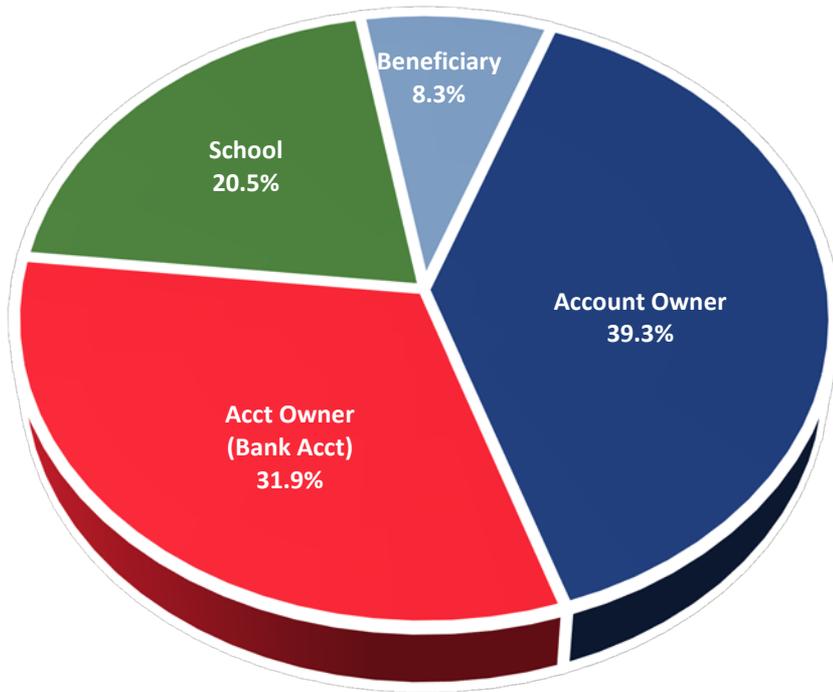


New Advisor Accounts *by month*

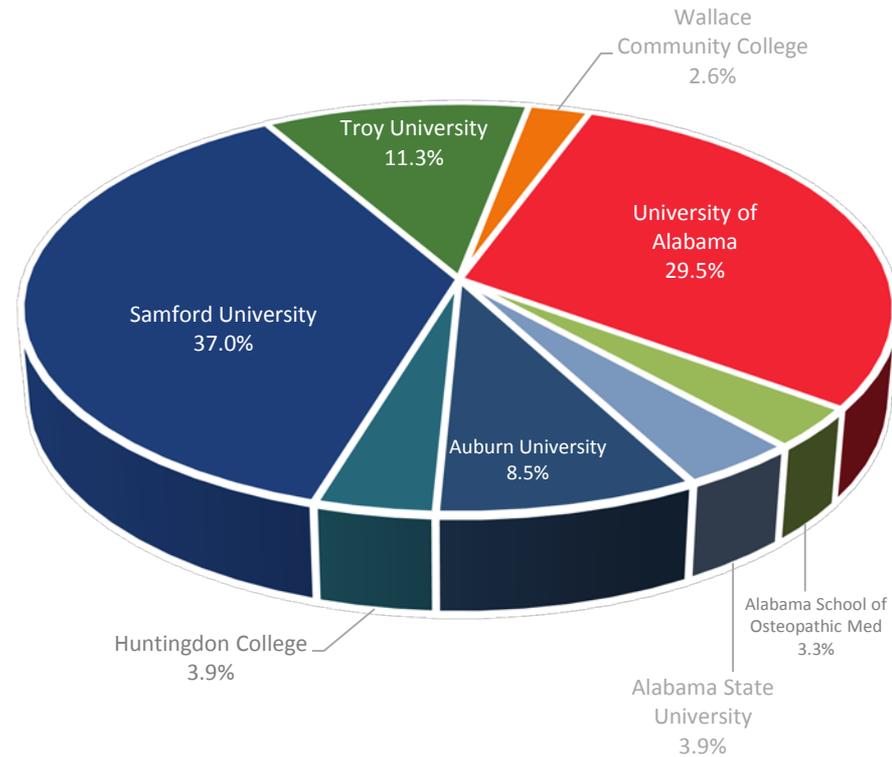


CY Withdrawal Activity

YTD Withdrawals (\$30.08 mil)



Withdrawals Paid Direct to College (\$925k)



Largest Broker Dealers

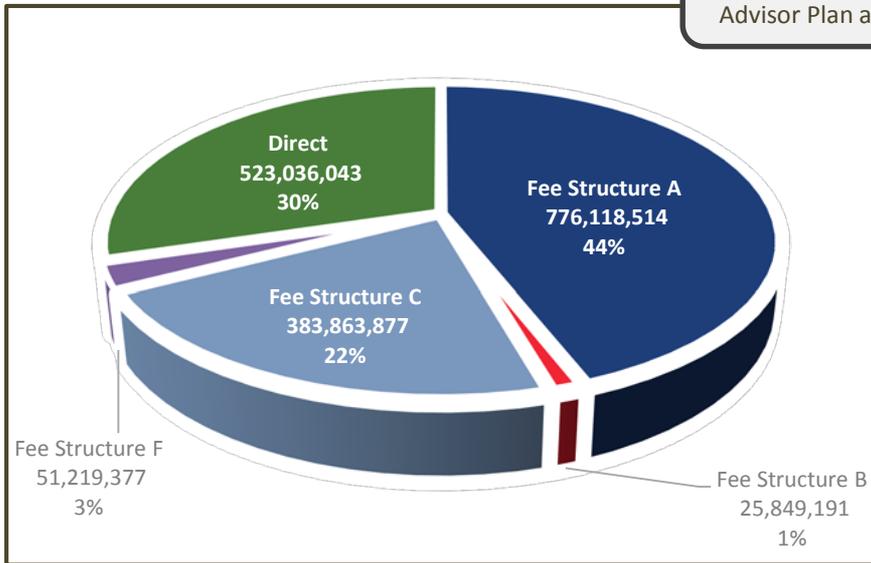
- 1) Morgan Stanley
- 2) Edward Jones & Co.
- 3) LPL Financial Corp.
- 4) Raymond James (*Associates & Financial Services*)
- 5) Wells Fargo Advisors

Largest Broker Dealers (Alabama)

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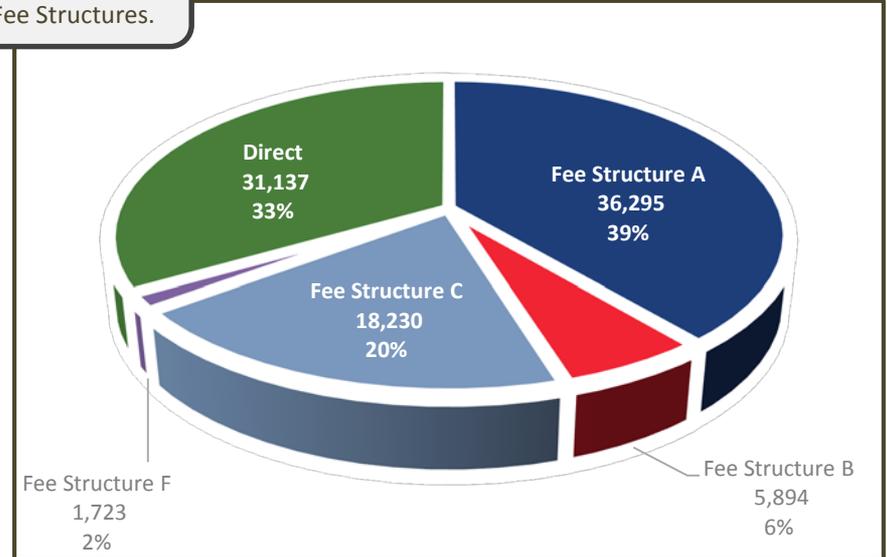
Market Value and Accounts – by Fee Structure

Market Value



This page breaks down the assets and accounts between the Direct and Advisor Plan and the Fee Structures.

Accounts



Fee Structure A	3.5% upfront load; 0.25% trail
Fee Structure B (<i>closed to new investors</i>)	5 year CDSC; 1.00% trail
Fee Structure C	No upfront load; 0.50% trail
Fee Structure F	No upfront load or trail
Direct Plan	No financial advisor assistance (<i>no loads or trails</i>)

Market Value and Accounts – by State

(10 largest States by assets)

State	Assets	% of Total Program Assets	% change Q 1 2019	State 529 Plan Assets*	CollegeCounts as a % of In-State Plan Assets (as of Dec 31)	Population
1 Alabama	\$990.1 mil	56.3%	11.3%			4.8 mil (24)
2 California	\$170.6 mil	9.7%	6.2%	\$8.251 bil	2.0%	39.1 mil (1)
3 Texas	\$89.1 mil	5.1%	7.0%	\$669 mil	12.7%	27.5 mil (2)
4 New Jersey	\$46.2 mil	2.6%	5.8%	\$5.100 bil	0.9%	9.0 mil (11)
5 Florida	\$43.9 mil	2.5%	8.3%	\$585 mil	6.5%	20.3 mil (3)
6 Pennsylvania	\$34.9 mil	2.0%	6.5%	\$2.649 bil	1.2%	12.8 mil (6)
7 Massachusetts	\$28.9 mil	1.6%	4.7%	\$5.732 bil	0.5%	6.8 mil (15)
8 Minnesota	\$22.3 mil	1.3%	8.0%	\$1.349 mil	1.5%	5.5 mil (21)
9 Illinois	\$21.4 mil	1.2%	4.6%	\$10.424 bil	0.2%	12.9 mil (5)
10 New York	\$18.6 mil	1.1%	6.3%	\$28.110 bil	0.1%	19.8 mil (4)

* Source: Strategic Insight and other industry reports as of December 31, 2018

Market Value and Accounts – by County
(10 largest Alabama counties by # of accounts)

County	March 31, 2019 Accounts	Dec. 31, 2018 Accounts	Q 1 2019 Growth	% of AL Accts	Assets	% of AL Assets
1) Jefferson	13,842	13,516	2.4%	24.8%	\$315.1 mil	31.8%
2) Madison	8,693	8,541	1.8%	15.6%	\$143.0 mil	14.4%
3) Shelby	5,460	5,331	2.4%	9.8%	\$97.1 mil	9.8%
4) Baldwin	2,933	2,863	2.4%	5.3%	\$46.9 mil	4.7%
5) Mobile	2,763	2,695	2.5%	5.0%	\$49.4 mil	5.0%
6) Tuscaloosa	2,347	2,274	3.2%	4.2%	\$42.4 mil	4.3%
7) Lee	2,550	2,473	3.1%	4.6%	\$40.8 mil	4.1%
8) Montgomery	2,089	2,045	2.2%	3.7%	\$51.7 mil	5.2%
9) Morgan	1,362	1,331	2.3%	2.4%	\$18.1 mil	1.8%
10) Limestone	1,482	<u>1,454</u>	<u>1.9%</u>	<u>2.7%</u>	<u>\$19.4 mil</u>	<u>2.0%</u>
Totals	43,521	42,523	+ 2.3%	78%	\$823.9 mil	83%

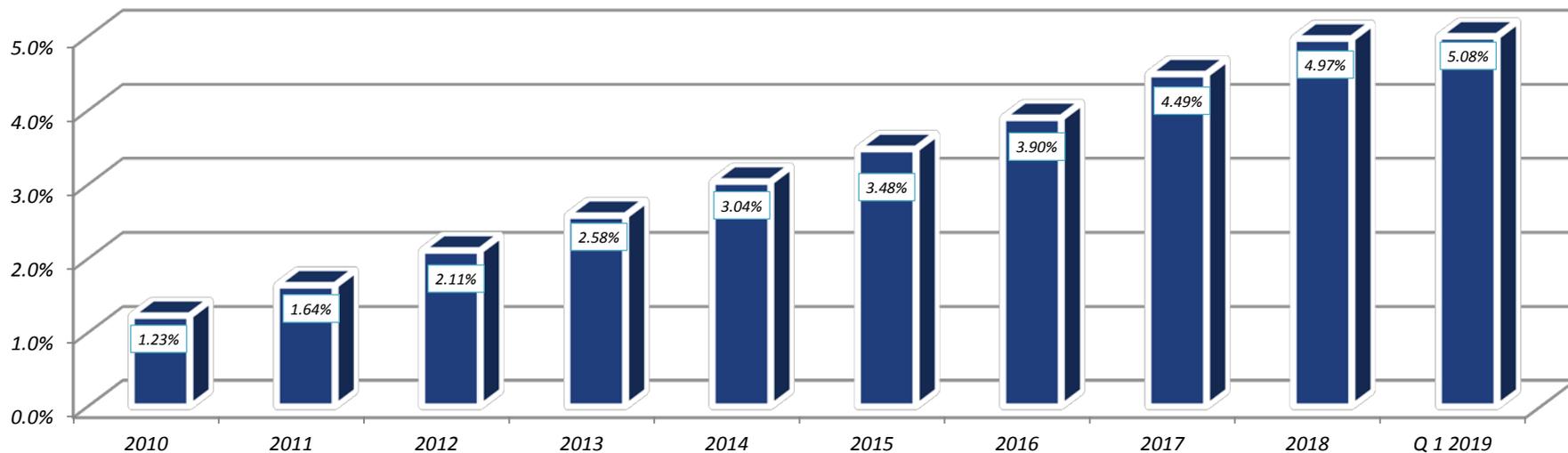
In-State “Success Rate”

The following metric measures the number of CollegeCounts 529 accounts with an Alabama account owner. This is a key measure in regards to the effectiveness of the marketing and grass roots efforts in increasing the number of Alabama families who save for college.

	<u>U.S. Census 2010</u>	<u>2016 Census Fact Finder</u>
Alabama Population*	4,779,736	4,863,300
Population under age 18*	1,132,459	1,096,823
Accounts with an Alabama Owner	55,738	55,738
In-State “Success Rate”	4.92%	5.08%

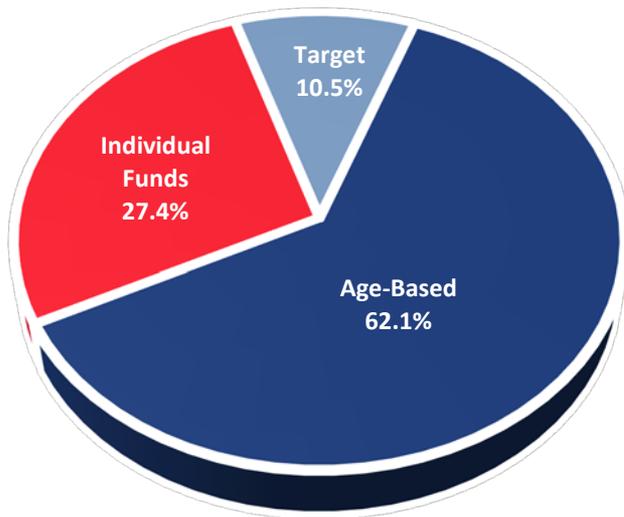
Source: U.S. Census Bureau 2010 Demographic Profile
U.S. Census Bureau Fact Finder 2016

Calendar Year End



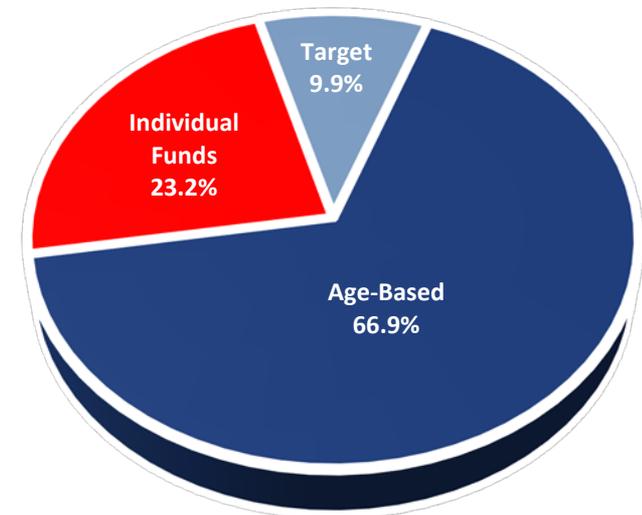
The Direct Plan offers investors:

- 3 Age-Based Tracks (*Aggressive, Moderate, and Conservative*)
- 6 Target Portfolios (*100% equity to 100% fixed*)
- 25 Individual Fund Portfolios



The Advisor Plan offers investors:

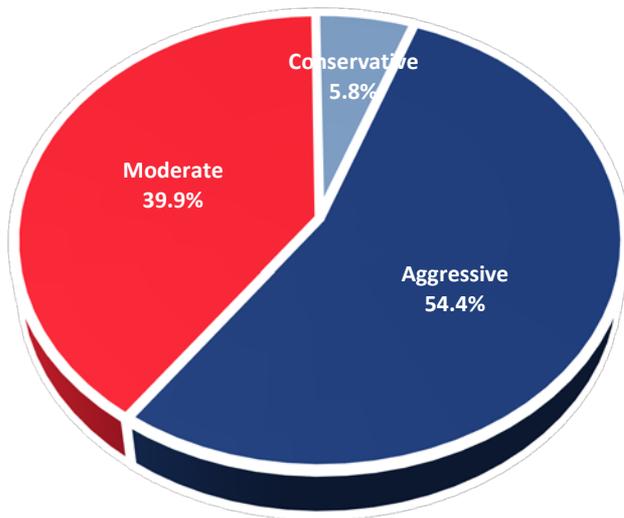
- 3 Age-Based Tracks (*Aggressive, Moderate, and Conservative*)
- 6 Target Portfolios (*100% equity to 100% fixed*)
- 25 Individual Fund Portfolios



Direct Plan

68.5% of investors utilize the 3 Age-Based Tracks

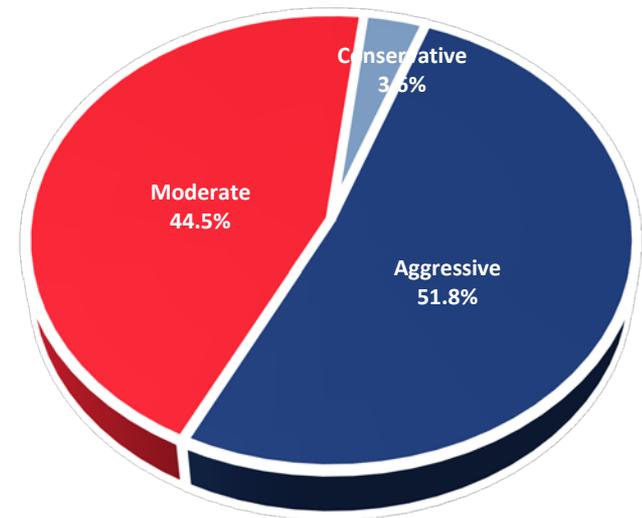
- Aggressive Track → 10,840 accounts and \$178.8 mil
- Moderate Track → 7,948 accounts and \$129.9 mil
- Conservative Track → 1,152 accounts and \$16.0 mil



Advisor Plan

72.2% of investors utilize the 3 Age-Based Tracks

- Aggressive Track → 21,055 accounts and \$439.0 mil
- Moderate Track → 18,092 accounts and \$356.2 mil
- Conservative Track → 1,480 accounts and \$32.2 mil

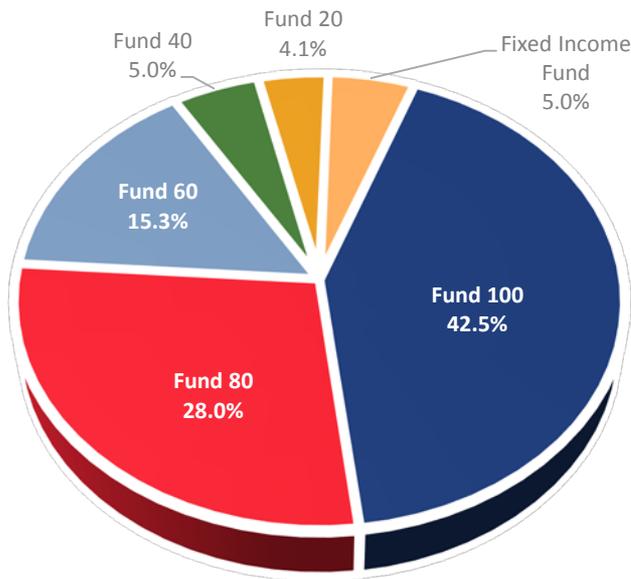


Based on number of accounts

Direct Plan

The 6 Target Portfolios are utilized by 8.3% of investors

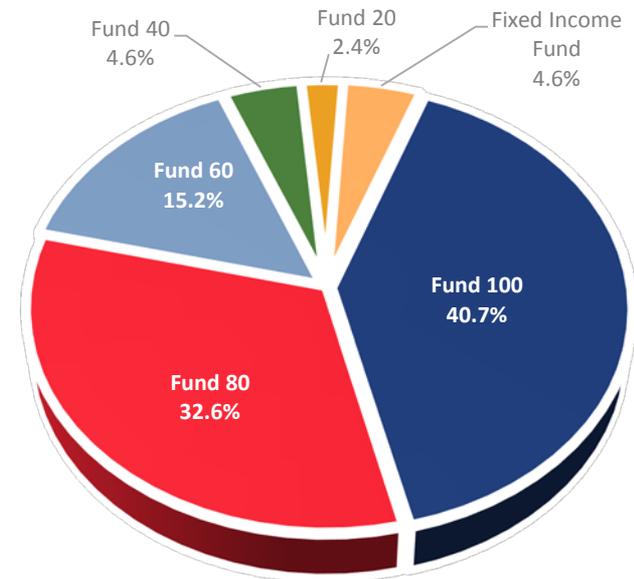
- Fund 80 & 100 → 1,705 accounts and \$40.7 mil
- Fund 40 & 60 → 491 accounts and \$10.7 mil
- Fixed Income & Fund 20 → 221 accounts and \$3.5 mil



Advisor Plan

The 6 Target Portfolios are utilized by 8.5% of investors

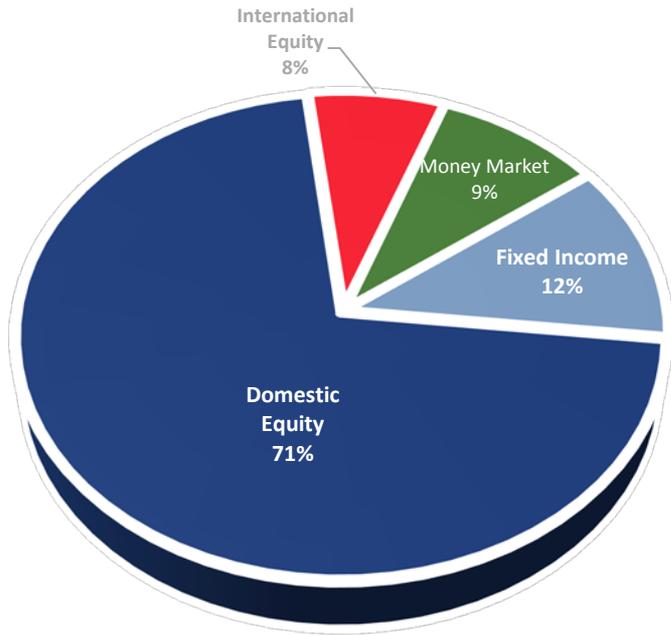
- Fund 80 & 100 → 3,511 accounts and \$90.8 mil
- Fund 40 & 60 → 945 accounts and \$26.6 mil
- Fixed Income & Fund 20 → 335 accounts and \$5.2 mil



Based on number of accounts

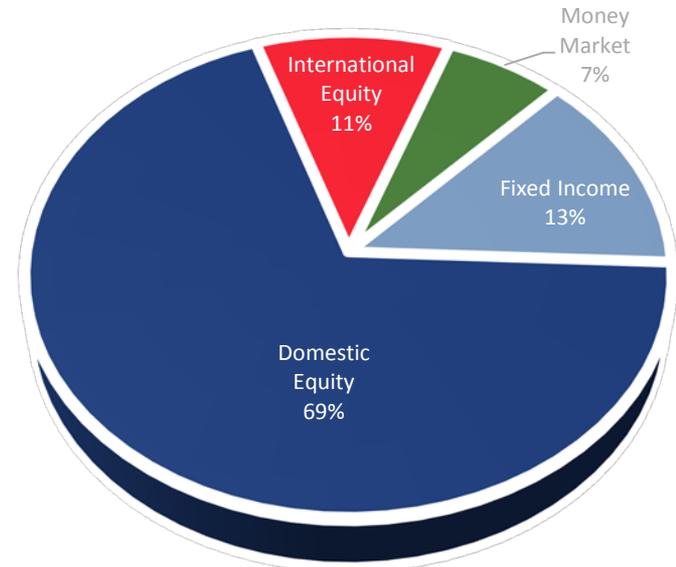
Direct Plan

The 25 Individual Fund Portfolios are utilized by 23.2% of investors (27.4% of assets) (average # of individual fund portfolios utilized = 3.1)



Advisor Plan

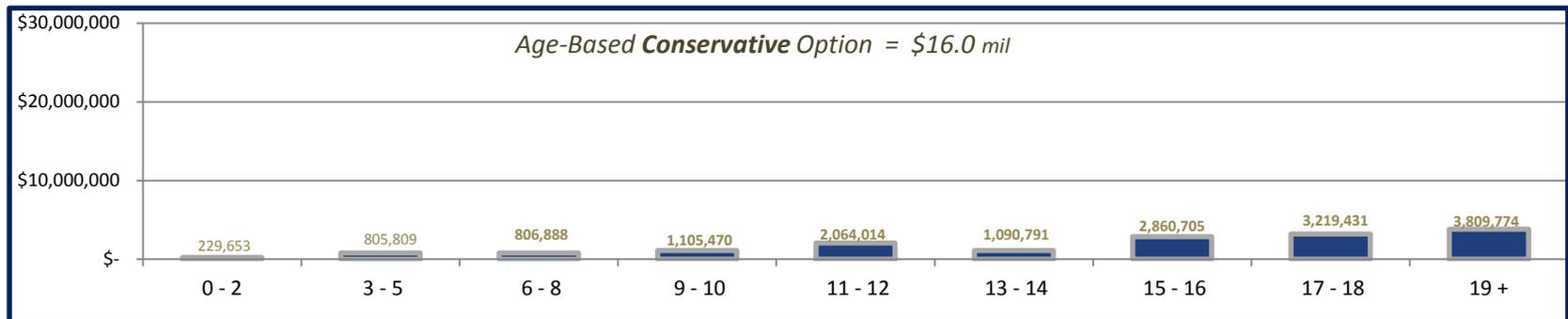
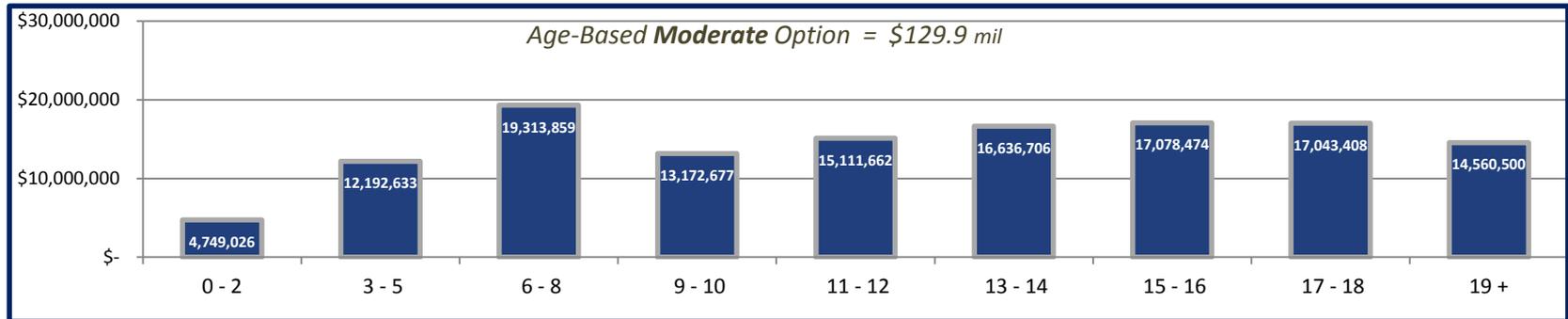
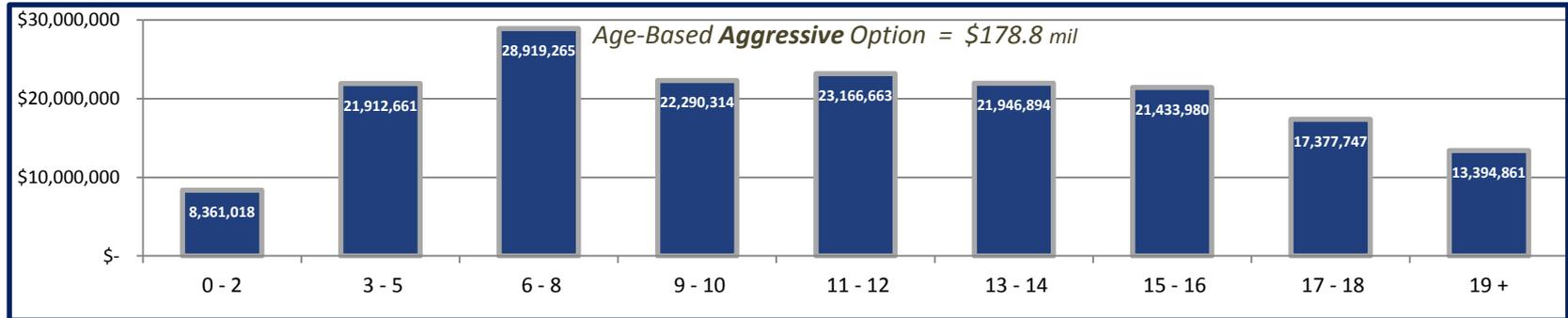
The 25 Individual Fund Portfolios are utilized by 19.3% of investors (23.2% of assets) (average # of individual fund portfolios utilized = 4.9)



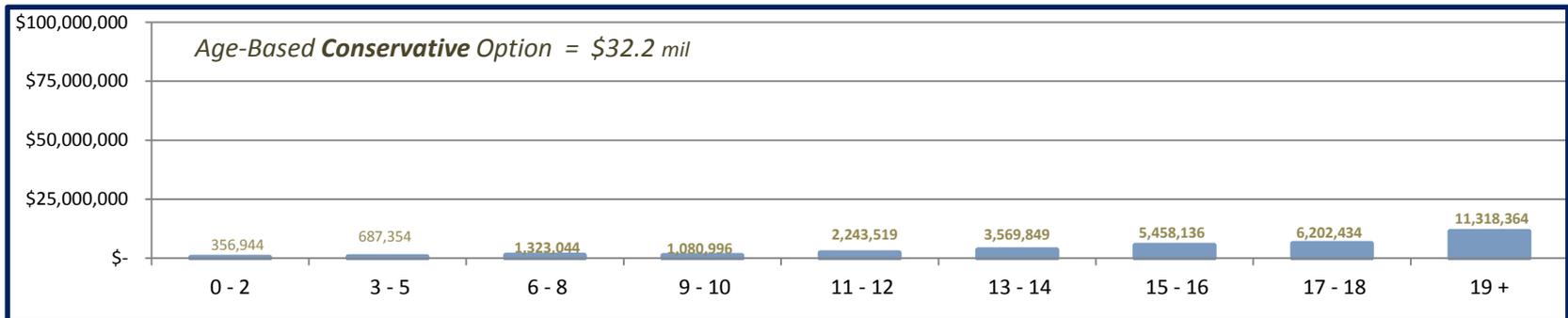
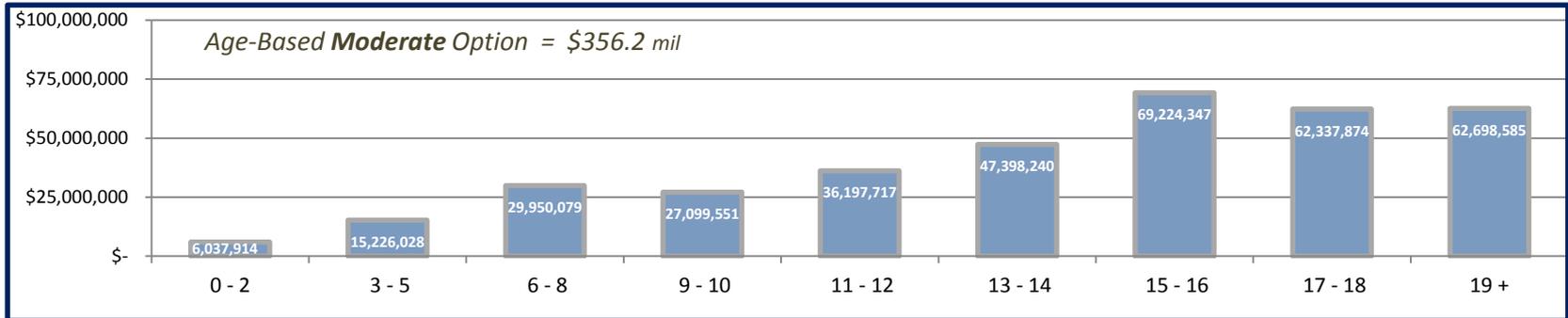
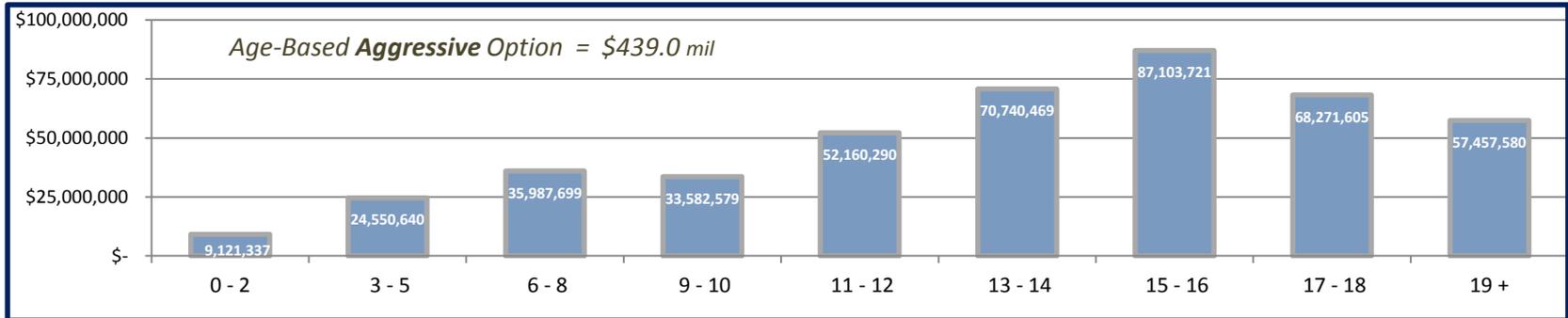
Based on market value

Direct Plan – Age-Based Portfolios

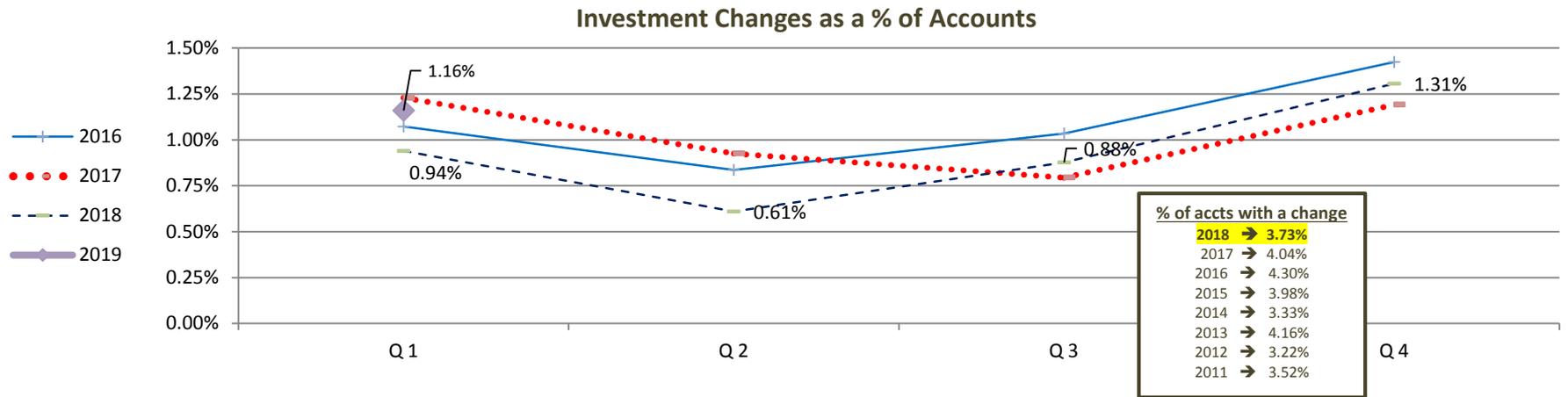
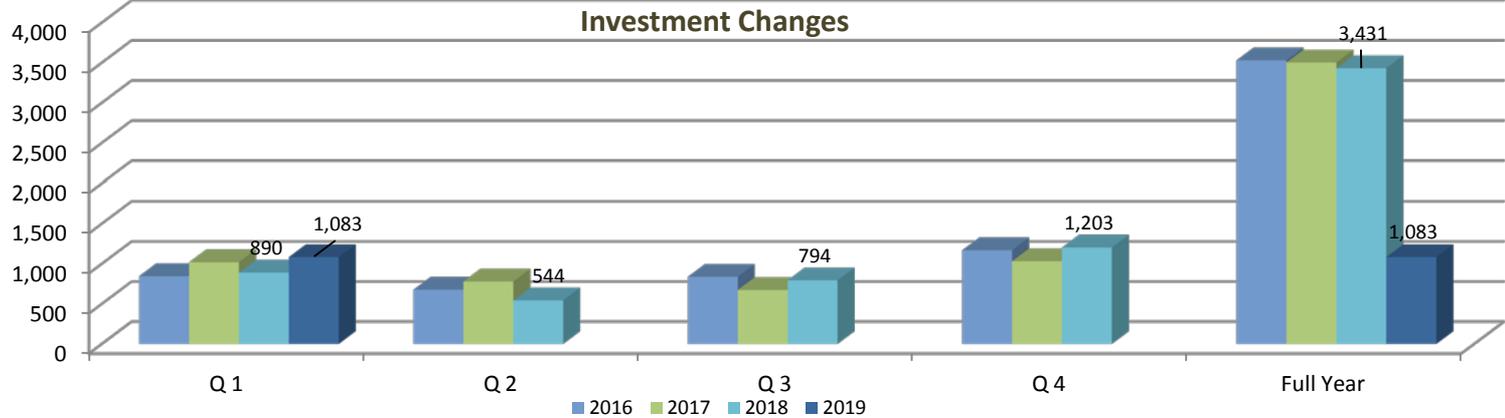
The Direct Plan offers 3 Age-Based Options. The charts reflect the dollars invested in each age-band within the 3 Age-Based options.



The Advisor Plan offers 3 Age-Based Options. The charts reflect the dollars invested in each age-band within the 3 Age-Based options.



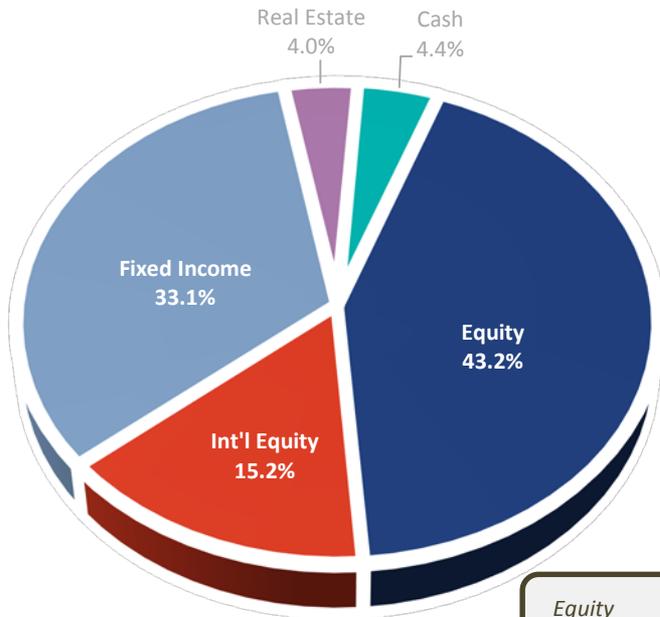
Investment Change Activity



Overall Plan Asset Allocation

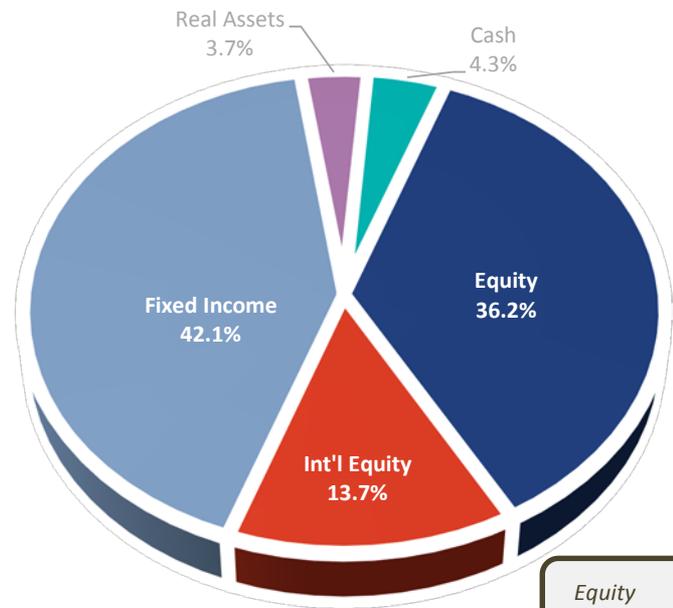
The following is a look through of all Age-Based, Target and Individual Fund Portfolios to the underlying stock/bond allocations. The Plans are well diversified.

Direct Plan



Equity	62.5%
Fixed Income	37.5%

Advisor Plan



Equity	53.6%
Fixed Income	46.4%

Historical Asset Allocation

(Age-Based, Target & Individual Fund Portfolios Combined)

Direct Plan	9-30-10	12-31-10	12-31-11	12-31-12	12-31-13	12-31-14	12-31-15	12-31-16	12-31-17	12-31-18
Cash	9.6%	9.1%	5.7%	4.5%	4.1%	4.4%	4.5%	4.1%	3.8%	4.5%
Fixed Income	28.3%	27.1%	29.9%	30.3%	28.0%	28.3%	28.0%	33.7%	33.1%	33.8%
Real Estate	1.5%	1.6%	1.9%	3.6%	3.6%	3.9%	3.8%	4.4%	4.2%	4.0%
Domestic Equity	45.8%	47.0%	47.6%	42.3%	44.9%	44.5%	44.9%	42.0%	42.7%	42.4%
International	14.9%	15.2%	15.0%	19.3%	19.4%	18.9%	18.9%	15.7%	16.3%	15.2%

Advisor Plan	9-30-10	12-31-10	12-31-11	12-31-12	12-31-13	12-31-14	12-31-15	12-31-16	12-31-17	12-31-18
Cash	4.6%	4.2%	4.8%	4.7%	4.2%	4.0%	4.5%	4.0%	3.8%	4.4%
Fixed Income	27.0%	26.5%	28.1%	33.9%	32.7%	33.4%	34.3%	41.6%	41.2%	42.7%
Real Assets	1.5%	1.4%	1.5%	2.9%	2.9%	2.9%	2.9%	3.7%	3.7%	3.6%
Domestic Equity	45.7%	46.3%	43.9%	40.2%	41.8%	41.8%	41.0%	36.7%	37.0%	35.7%
International	21.3%	21.5%	21.7%	18.2%	18.4%	17.9%	17.4%	14.0%	14.3%	13.7%

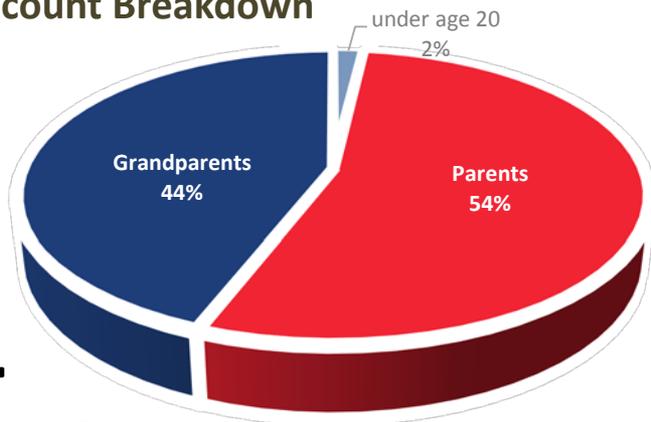
Account Owner Statistics

	Account Owner Age	# of Accounts	%	Market Value	%	Average Account Size
Parents	Under age 20	1,603	1.9%	\$45.7 mil	2.6%	\$28,514
	20 – 34	6,781	7.9%	\$59.0 mil	3.4%	\$8,706
	35 – 49	39,353	46.1%	\$777.2 mil	44.2%	\$19,749
Grandparents	50 – 64	23,488	27.5%	\$579.1 mil	32.9%	\$24,656
	65 plus	14,171	16.6%	\$299.1 mil	17.0%	\$21,104
	Totals	85,397		\$1.76 bil		\$20,611

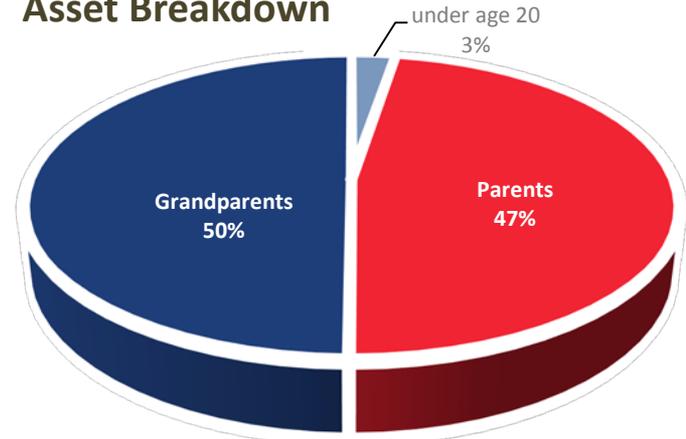
Average Age of Account Owner = 50.4
 Direct = 47.4 years Advisor = 51.7 years

Average Account Size
 Direct Plan \$17,959
 Advisor Plan \$21,983

Account Breakdown



Asset Breakdown



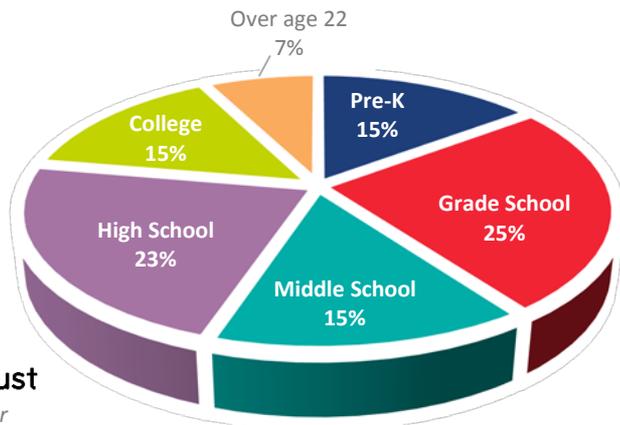
Beneficiary Statistics

Age of Beneficiary	# of Accounts	%	Market Value	%	Average Account Size
Pre-K (< 5)	12,616	14.8%	\$106.1 mil	6.0%	\$8,412
Grade School (5 - 10)	21,481	25.2%	\$353.5 mil	20.1%	\$16,459
Middle School (11-13)	13,000	15.2%	\$297.7 mil	16.9%	\$22,902
High School (14-17)	19,270	22.6%	\$562.1 mil	31.9%	\$29,171
College (18-22)	12,583	14.7%	\$322.4 mil	18.3%	\$25,624
Over age 22	6,446	7.5%	\$118.1 mil	6.7%	\$18,327
Totals	85,397		\$1.76 bil		\$20,611

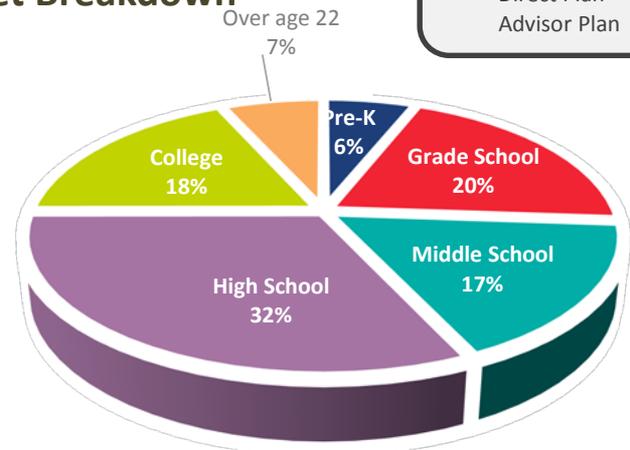
Average Age of Beneficiary = 13.1
 Direct = 10.9 years Advisor = 14.0 years

Median Account Size
CollegeCounts \$8,532
 Direct Plan \$7,726
 Advisor Plan \$8,959

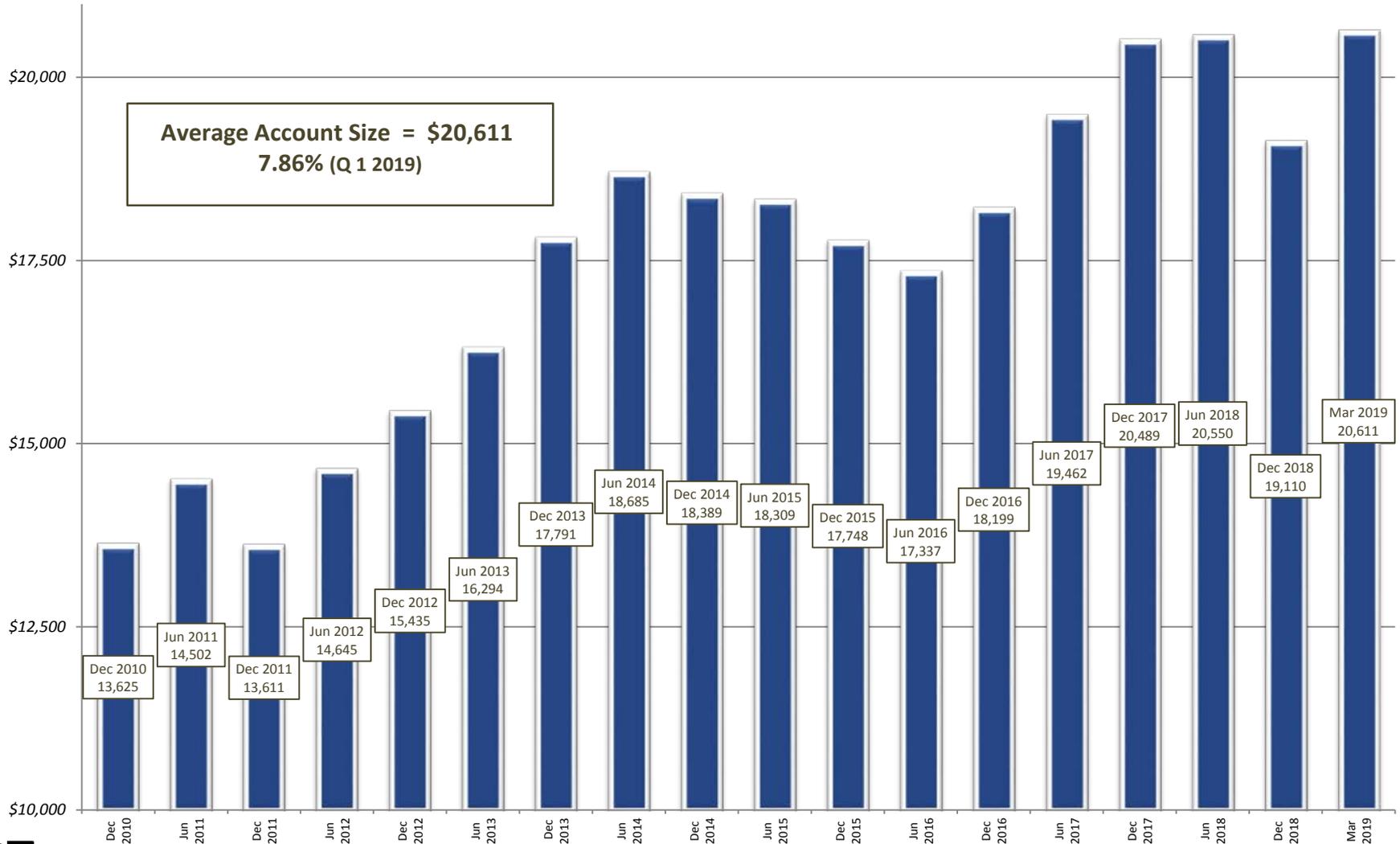
Account Breakdown



Asset Breakdown



Average Account Size



The CollegeCounts 529 Fund is a qualified tuition program under Section 529 of the Internal Revenue Code that is offered by the State of Alabama, administered by the Board of Trustees of the ACES Trust Fund (the “Trust” and plan issuer), marketed as the CollegeCounts 529 Fund, and Union Bank & Trust Company serves as Program Manager. Northern Trust Securities, Inc. serves as Distributor for the Advisor Plan. Accounts and investments under the CollegeCounts 529 Fund are not insured or guaranteed by the FDIC, the State of Alabama, the State of Alabama Treasurer, the Board, the Trust, the Program, Union Bank & Trust Company, Northern Trust Securities, Inc. or any other entity. Investment returns are not guaranteed, and you could lose money by investing in the Plan.

An investor should consider the investment objectives, risks, and charges and expenses associated with municipal fund securities before investing. This and other important information is contained in the fund prospectuses and the CollegeCounts 529 Fund Program Disclosure Statement (issuer’s official statement). Please read it carefully before investing. For a copy call 866.529.2228, visit CollegeCounts529.com or CollegeCounts529advisor.com, or contact your investment professional. You can lose money by investing in a portfolio. Each of the portfolios involves investment risks, which are described in the Program Disclosure Statement.

An investor should consider, before investing, whether the investor’s or designated beneficiary’s home state offers any state tax or other benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in such state’s 529 plan. Investors should consult a tax advisor.

CollegeCountsSM

Alabama's 529 Fund

Call Center Activity
June 12, 2019

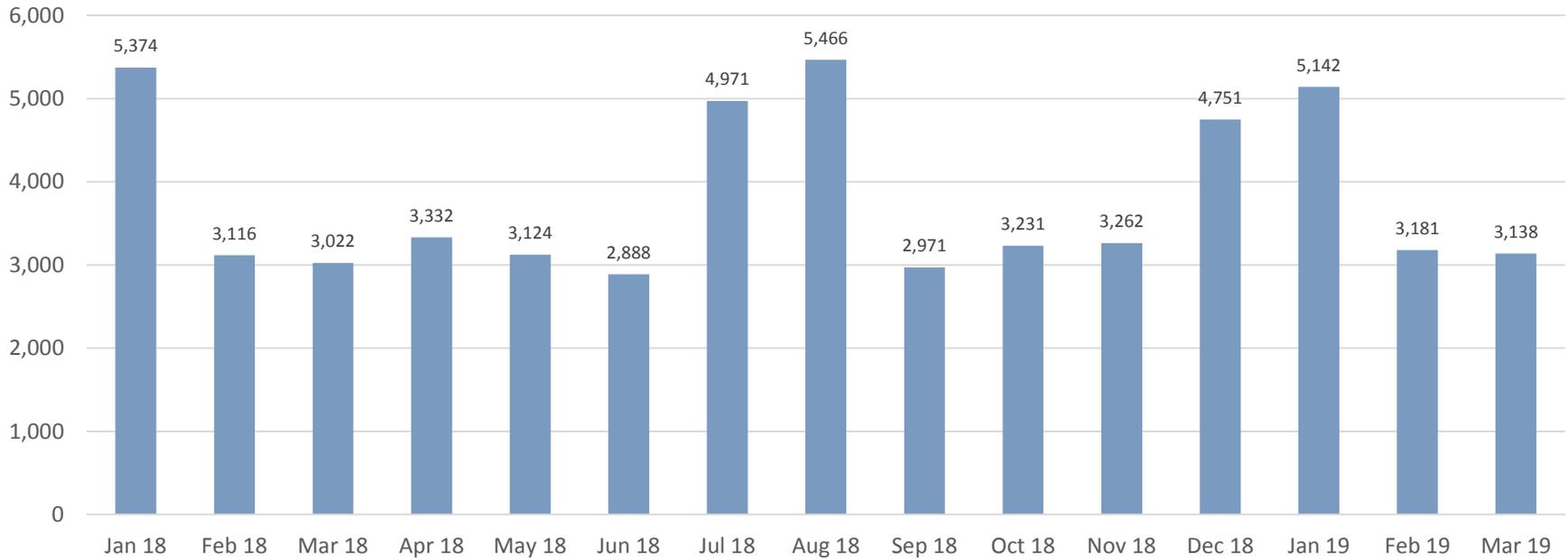
Period ended
March 31, 2019

UBT
Union Bank & Trust
Program Manager



*Offered by the
State of Alabama*

Call Volume



	<u>2018</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>YTD 2019</u>
# of calls	45,658	5,142	3,181	3,138	11,461
Answer Rate with a live voice	96.6%	97.9%	98.6%	97.9%	98.1%
Average Speed of Answer	0:33	0:28	0:18	0:25	0:25

Q1 2019 - Most Common Topics & Comments

- Second Semester Withdrawals (January)
 - Transaction requests
 - General withdrawal questions
 - Status of withdrawal requests/payments made to colleges
- Tax Form 1099-Q
 - What is a 1099-Q – should I have a 1099-Q for my contributions?
 - Clarification of recipient of 1099-Q (Beneficiary receives 1099-Q for distributions to the beneficiary or a college)
- Tax Deduction Questions
 - Where to find year-to-date contribution information
 - Where to report contributions on Alabama tax return
 - 2018 Contribution Deadline (December 31 vs. April 15)
- Online Access Assistance
 - Unlock/Reset online access
 - How to view accounts online
- General Account Maintenance
 - Address updates
 - Modify automatic investment plans
 - Transfer between accounts/change beneficiary
- How to request a 2019 Rollover to CollegeCounts
- Limited Tax Bill Questions – K-12 expenses

1st Quarter 2019 Investor and Advisor Compliments

- *I've got to tell you this world is full complaints and every time I've called, everyone there gives me great customer service. I've never had a bad call yet and this is my 3rd kid.*
- *I really appreciate you guys and the way you work. Every year around this time I am always amazed at how much you guys get done. Your representative really worked hard for me the last few days in order to make sure that my client and I were taken care of.*
- *I just had a phone conversation with your associate. He was helping transfer out-of-state 529 funds in to my Alabama 529. This guy was so incredibly nice! He totally put me at ease. I emailed him what he needed and he responded with such simple kindness.*
- *Thank you so much! I appreciate your attentiveness to what I wanted. I know I was difficult, but I also knew exactly what I wanted, and you helped me get it.*
- *Your representative did a terrific job explaining things to me in plain English. Give her a gold star. I know enough to be dangerous now. Don't change what you're doing! I love that I got to her right away without pushing buttons in an automated system. It really made my day.*
- *You guys hands down beat other states. You guys by far exceed other plans. You guys do a wonderful job and you're one of my favorite vendors I call and do business with.*
- *Everyone there is so nice. You always think outside the box to help me get things done.*
- *That takes care of everything. Yours is one of the easiest and nicest organizations to deal with. I deal with a lot of organizations and you really know how to handle customers.*
- *Thank you so much. I wish everyone was like you. You're very efficient and you're doing a great job!*
- *I wanted to extend my regards and compliments to one of your employees. She was extraordinarily helpful, responsive and pleasant, and went out of her way to assist me with a rather complex situation. Should I or any of my coworkers have a similar situation again, I will be sure to recommend her!*
- *Thank you very much. You've gone above and beyond the duty. You've been extremely helpful.*
- *Thank you for your prompt and detailed response. This perfectly describes what happened and you went above and beyond with the deduction comments. You don't see excellent customer service often, so when you do it stands out. Go tell your boss what a good job you're doing!*

1st Quarter 2019 Investor and Advisor Compliments

- *Thank you. That was likely the most thorough customer service email I've ever received. I appreciate it! You are good at what you do, and I hope your employer recognizes it.*
- *Thank you so much for your dedication to me and my family. I love you guys so much. I appreciate everything you do and your staff over there.*
- *You have been a wealth of information. Thank you so much. I really appreciate your time and for calling back so fast. I wasn't expecting your call since no one calls you back that fast! You've been great.*
- *It's been a great plan for us and this has been working great for both of our daughters. It's been wonderful!*
- *I had an excellent experience with your representative. Polite, professional, and helpful on the phone. Responded to my document request within a few hours. Very satisfied.*
- *You guys are doing well and I like your investment options as well.*
- *I just got off the phone with your representative and he took care of my situation in 2 minutes. He did an unbelievable job. I deal with so many different groups and usually get put on hold, but I got right through and he took care of everything in not even 2 minutes.*
- *I have to say that you guys have been amazing to work with. I just love how you guys are so easy to work with.*
- *He patiently answered all of my questions and did everything that was necessary for me to straighten out my accounts for my grandchildren. He was so patient with me.*
- *This was super easy. This is one the easiest calls I've ever made as far as getting things done. Give yourself a gold star for customer service.*
- *You guys are really nice to work with. You have a good system and I appreciate that. I've never run in to anyone that hasn't been nice.*
- *I have been disappointed calling other 529 plans more than I've been pleased, so good for you! We need more like you!*
- *I appreciate that there is a person that answers the phone every time I call!*
- *Y'all really make working with you so easy!*

4th Quarter 2018 Investor and Advisor Compliments

- *You guys have been absolutely fantastic and I cannot say enough good things about the plan. It's been great and I've been able to have a successful account with you guys!*
- *First of all, I need to say that you guys are awesome for picking up the phone every time I call, and I don't have to go through like 6 stages of automated computers. That is awesome, it is a great feature.*
- *I never have a problem calling you guys, you're very good, very professional...I'm happy to say it...that's one of the reasons I recommend you guys to my clients. It's a pleasure to call and have a human being answer the phone.*
- *You guys are very efficient every time I call. You get right to the point to get my transactions done in a minimum amount of time so I just wanted to compliment you guys.*
- *Your follow through, extremely knowledgeable, and professional demeanor was enough to make me think of looking more closely at the website. I think there is a huge market to seniors like myself, who would much rather put their money to any grandchild in something more guarded.*
- *You guys are so much easier to deal with than other plans. You guys are so wonderful.*
- *This is very logical and very simple. I'm glad that this is a quick form. You make it very easy.*
- *You guys are awesome. Kudos to you! Every time I've called you guys are so courteous, kind and helpful.*
- *Your service is too good to believe. I love that I can get things done. You guys just do a great job.*
- *I like your website interface better than my previous 529 plan!*
- *Very, simple. I like how you've got this thing set up... I just have to type in the website, and you're off and running.*
- *Thank you for taking charge of this scenario. You have made a difference by handling this request promptly and efficiently. I'm grateful there are leaders like you. I appreciate everything you've done and look forward to working with you and your company on the future.*
- *You guys are the best. Seriously, every time I call you, you process this stuff extremely professionally and cleanly.*
- *She went out of her way today...her kindness spared me a hour drive to my bank. Her service put my mind at ease and made my holidays much brighter. She is an asset to your firm, who I really appreciated today. Please consider rewarding her for great customer relations.*

4th Quarter 2018 Investor and Advisor Compliments

- *You guys did a really good job. It's pretty simple. I like how you guys operate. You're delightful, you guys are always really awesome to work with, I am really happy that my late husband and I decided to go with you when our kids were little. It makes a big difference.*
- *Fantastic customer service! I really appreciate all of the help she provided.*
- *That's awesome! You did an amazing job. Thanks a million.*
- *Thank you very much for your thoughtful and thorough reply.*
- *You are good, you are the best, you are my fixer. Thank you for all you do, for your kindness and mostly for your patience.*
- *I just completed some business with a young lady, and I just wanted to let you know what a stellar job she did. She's given me the clearest explanation of the funds and was most helpful, I think that should be noted...she was really clear, I told her she can be my accountant. Thanks so much!*
- *I really appreciate the help. You have good customer service over there, so it's much appreciated!*
- *You have been fantastic in this process and I greatly appreciate your attention to our request!!!*
- *It's been excellent! I've been with you guys quite a long time and it's served us well.*
- *Great service! Thank you very much for your help.*
- *Wow that was fast...that was fantastic! Thank you for the quick response.*
- *You've given outstanding service. You've been really wonderful.*
- *Please tell every one there you guys are the best.*
- *I would like to compliment her for working with an older adult and walking him through the process. She represented your program the way you'd want her to. I had an excellent experience today.*
- *I really like the website and navigation of your website, it's so easy!*
- *You guys are so awesome to work with. Other companies are hard to work with but it's never a problem with you guys!*
- *Thanks for superb customer service. We wish you and your staff a joyful 2018 and a happy and successful 2019.*

3rd Quarter 2018 Investor and Advisor Compliments

- *This is the second time I have called in about a week, you're the only place one calls where a person answers the phone, and that person can actually help you. I think that's great, and I appreciate your service...I tell you what, it is so unusual.*
- *You have been very friendly, patient, professional, knowledgeable, responsive and you've gone beyond what people would normally do. You have exceeded my expectations, which is difficult to do.*
- *Thank you so much for your superior service. As I indicated while you helped me on the phone, such polite, excellent and efficient service is never experienced these days. Near the end I almost wished our collaborative effort would continue since it was so refreshing and pleasant.*
- *Thank you very much for the detailed explanation. It's highly appreciated.*
- *I'm very impressed that I got to talk to a real person. You picked up right away and it was great, so thank you.*
- *You are the best person I have had there, and I have been dealing with you guys for years. Very clear, very concise, just perfect.*
- *Thank you for calling back so quickly. You have the best customer service and the best website of any product I've worked with. When the financial advisor told me to go with your group she said, 'If there are ever any questions, they have the best customer service'. And these days, that's very hard to find. Everyone I have talked to at your company has been excellent. Your company does a great job!*
- *Wow, thank you. I did not expect this to be an easy situation but I called and you answered right away. This is really nice, I appreciate it.*
- *This is so much better than all the forms and stuff. I'm glad I called you! You guys are one of the easiest firms I've dealt with, and I actually get humans that I can talk to, which is even more thrilling.*
- *Our clients are very happy and love the plan!*
- *I just wanted to thank you. We received the fax and it's perfect, above and beyond everything we need and it included everything we asked for. I just really appreciate it and want to reach out to you to thank you.*
- *Thank you so much for working with my family. We appreciate all you've done.*
- *That was just too easy. Thank you! I just did something with somebody else for a college fund and I was on the phone for an hour, it was just miserable.*

3rd Quarter 2018 Investor and Advisor Compliments

- *I contact different fund families throughout my day and I spoke with one of your associates, she was incredible. She was easy and wonderful to work with, and today you've given me exactly what I needed. Again, very easy and wonderful to work with. You both have been awesome!*
- *I want to compliment one of your employees, it was just a pleasure to work with her. It's not very often these days you get people in customer service who know how to treat a customer well and professionally and in a very efficient time period. Congratulations to you and to her as well. You've done a fine job, and we're pleased to be using your network there, it's been good. I've got 2 kids in college and your whole organization has made it better for us.*
- *You have been so helpful. I really appreciate your time today and that I could call a person, because I am very old school about that. It was great to be able to speak with you.*
- *Thank you! This is an incredible help and start to the weekend. Thank you!!!*
- *You are unbelievably helpful...this was as easy as it could possibly be.*
- *Thanks for your help! It was nice to know you guys are here to address questions.*
- *I was hoping I would get you! You make it SO painless...Thank you so very much. I appreciate your help and I always look forward to you helping me, because you're the best!*
- *This is so easy! My father-in-law has a small 529 through a different service and he has to go through a multi-step process, so this is just super duper easy, which is great. We've had a great experience! This has been a great way for us to save for college. Loved the process up til now, super easy, and it's nice to see it's still easy going forward.*
- *It's so easy working with you guys, it's been a pleasure. It's easy and it helped us save and pay for college.*
- *Thank you so much for your help, I really appreciate talking to a real human being when we call financial institutions. It's super cool.*
- *You're just making my life so much easier. You're doing a great job, and probably deserve a raise. Thank you so much, I DO appreciate your time.*
- *This is the first time that I have called any sort of financial institution in the last month where somebody actually picked up the phone and I didn't have to go through an automated maze, and I love it!*
- *Thank you! You guys always have the best customer service and you always do a great job, I appreciate it. It's always easy to call you guys. I appreciate ya'll.*

- *You've been very helpful, and the State of Alabama is absolutely thrilled. I once served on the PACT board here in our state and lobbied for this 529 fund, and we are very pleased. Thank you!*
- *I want to tell you guys, you do a good job. I have always appreciated how you respond on the phone, and help out with everything. So whoever is teaching you to do what you do, they are doing a good job. Thanks for all the stuff you guys have done.*
- *You guys have always given me the answers to what I need and I truly appreciate it. When you get older like me, it takes a little time for things, and I had a stroke on top of it so it takes me awhile to get things going. I appreciate it, you made it very easy for me to understand, and I truly appreciate your patience and your knowledge.*
- *That is absolutely wonderful service. And I thank you and so does my son who is hopefully on his way to a medical career. The classes and things that he has been able to get through have been just a few, but working three jobs and stuff, and I think we are getting to a point where this money is going to be very helpful to him...I appreciate your help.*
- *I have got to tell you guys, I am thrilled when I call you guys, because somebody always answers instead of getting a million menus, so put that on your high marks.*
- *You have been fabulous. As someone who has been calling call centers for the last two days, let me tell you it was a breath of fresh air. And you're in the U.S. Thank you, my dear.*
- *I wish that you guys handled every account that we have with financial institutions, because you guys have the best customer service.*
- *I just had to call and thank you again for the promptness and kind of help I got getting this done. I don't get this kind of service everywhere.*
- *That quick? I like that! I am not used to that, it usually takes several hours to get things done.*
- *I'm surprised I didn't have to go through a phone tree and just got you. You can tell your company it's awesome.*
- *Thanks again. I have to say, it is rather rare these days to get truly helpful and timely support by email. I really do appreciate your proactiveness and assistance.*

- *It's been a wonderful program to be able to use and lean upon!*
- *Thank you very much, it's always a pleasure dealing with your company and the people they employ.*
- *I'm not used to getting a human so quickly, normally you go through major phone things. I am surprised it's that easy, pleasantly surprised! I live in a world where nothing is easy and you get passed around 12 times before you get an answer, so this is the highlight of my day!*
- *That's beautiful, I think we're good to go. Thank you so much for your help. You guys are always so nice, you guys should train the rest of the universe on how to give good customer service. I mean, every time I call, I wish you guys could answer the phone at the bakery when I order the cake or at other financial institutions that are not helpful. If you could do everything, that would be great. So thank you. Train everybody! Thank you so much!*
- *Thank you for everything you've done to help us out, you've been really responsive.*
- *Your website is so easy to use. It's great! I go on all different kinds and yours is very easy to navigate, to say the least. I appreciate you staying on the line to make sure I found what I needed.*
- *I love you guys, by the way, you guys are so good! You beat a lot of other vendors that I deal with.*
- *I am very impressed I got through right away. Oh my gosh, I love you guys. I thought you were a recording, you've taken my breath away. I appreciate actually getting a live person right away. You are the easiest person I have talked to in a long time. Don't let them change anything.*
- *That was super helpful, you have no idea...you made my day! Thanks for being so kind and patient.*
- *Thank you very much...that's awesome. You were incredibly helpful, incredibly pleasant. Nothing extraneous, everything you said was of value. I thought you were fantastic.*
- *Thank you so very much! I very much appreciate you going above and beyond for this!*
- *I just love the fact that you guys have no recorded message that I have to pick any options from. You ought to be commended for that.*
- *I am starting with you guys because you are great to work with. You are so good! You made my morning...day actually, not just morning, day...you've been a great help!*

- *I really appreciate participating in the college 529 plan with CollegeCounts. Y'all did a great job and were always courteous and you were always available and I was really pleased with my experience. Everyone that I talked to over the years was just like you, very kind, courteous, responsive, complete. You've got a great group.*
- *Amazing, amazing customer service...she explained to me the whole process, she held my hand because I am not good at the computer, she took her time to wait with me to take care of it. I thank her from the bottom of my heart.*
- *I wanted to compliment you guys, I have been taking tuition out for the last two semesters, and it's really easy.*
- *You did a great job, thank you for your help, I'm actually a financial advisor, so I appreciate getting someone who has all the answers.*
- *Thank you so much!! You are awesome, we so appreciate all your assistance with these new accounts.*
- *Every time I've called you guys have been so wonderful, so helpful. I'm so happy I chose you guys for my granddaughters' collage accounts.... You have been of tremendous help today...you guys are wonderful once again, thanks so much.*
- *You have been most helpful, and it only took 2 minutes. This is awesome!*
- *When I call, you guys are the nicest people. I love it.*
- *Thanks for the quick and efficient service today!*
- *You guys do a nice job. Y'all have a nice program, and we appreciate what y'all do for college people...can I get a little bit of a Roll Tide out of you?*
- *Thanks for being a real person and answering in 10 seconds. I was expecting something automated. That's awesome!*
- *I received excellent customer service this week and wanted to let you know. One of your representatives guided me confidently and successfully through a time-sensitive issue. I needed to receive three withdrawal checks by today in order to meet a critical funding deadline and she was with me every step of the way. She understood my situation, providing helpful guidance in a patient, friendly, and professional manner. I am so glad for her help!*
- *Thank you very much! I am very impressed with customer service from CollegeCounts 529 - it is always very prompt!*

- *You have been most patient, you have been most helpful. I find it so easy, that you are understanding of the very old grandfather to take care of this. It is becoming more and more difficult to understand what the computer is wanting me to do and you have been very, very patient. I find you very, very nice to talk to and that you are very helpful.*
- *That's great, you're like Ready Freddie. Very efficient and impressive! You're very helpful and are just the best!*
- *I had a lot of detailed questions so I called the phone number. One of your reps picked up in 5 seconds and immediately she was able to start answering all my questions. There was no getting routed around. What was really impressive was it was stuff that wasn't available on the website and then she was really patient. This involves a large wire transfer that's going to happen multiple times, there was a failed transaction involved, there was back office stuff she needs to coordinate, and there's a lot of back and forth. She was super diligent, she was super patient, she knew her stuff and that doesn't happen very often. So I wanted to make sure someone knew. I got her both yesterday and today when I've called. Both times just consistent, phenomenal service and she's super friendly. I can't rave enough about the service, it's been awesome.*
- *Thank you for the detailed explanation. Much appreciated!*
- *Thank you very much for your prompt service concerning my lost statement from 2013. It is exactly what I needed.*
- *That was great, you guys do a really nice job. I am an investment advisor in the other part of my life, and I am happy to have you guys, I send everyone to you if I can.*
- *You guys are always really helpful and nice.*
- *Thank you both for your excellent customer service. I appreciate your help in promptly arranging/confirming the funds to UC Berkeley*
- *You're doing a great a job walking me through this! I appreciate your help. You're very kind.*
- *Superb and timely help today, very much appreciated!*
- *Thank you for all of your help with setting up this account. I appreciate how prompt and responsive you have been.*

- *You all are great to work with. I really do appreciate it more than you know. You've been great for the state of Alabama folks, you know? I mean ya'll really are, when I get you on the phone everybody is nice and they're helpful. All that, it's really a real blessing.*
- *We are really pleased with this Alabama plan, it gives me more ability to control what we are invested in than in other plans. You have a nice selection of mutual funds for us to choose from, so that is really great. A Kiplinger's personal finance magazine article was what gave me the clue to look at the Alabama plan.*
- *I have to say before I let you go you guys are awesome, every time I call, no matter what the question is, the person on the line can help me. You guys are tech experts, you're account experts, you're tax law experts.*
- *Lucky for me, that this got such high regard on Morningstar.*
- *Thank you, that was really helpful. Your website is great, your forms are clear, it is really quite wonderful! And shockingly they make money....it's very good to see.*
- *This has been great, I appreciate your help, I do a lot of things over the phone and digitally, and this has been an actual pleasure.*
- *Thank you for providing exceptional client service. I wish more people were like you.*
- *Her service is just spectacular, I've been in the business 20 years, and thought she deserves a shout out. She took initiative, was knowledgeable and went the extra 50 miles.*
- *My financial advisor told me that you do a good job, that your organization does a good job of customer service, of getting people on the line fast and walking people through things, and that has turned out to be the case.*
- *As usual you're terrific, you guys really know what you're doing out there in beautiful Lincoln, NE...again, thank you. You are making my life easier.*
- *Thank you for all of your help! I appreciate it and so does the client. You went above and beyond and I'm incredibly grateful!!*

- *By the way, I love working with you, every time I ever have an issue or any questions, you guys are right there, I really appreciate it.*
- *I lucked out when she answered the call. In short – she provided the BEST customer service I can think of ever having received. BIG PROPS to her. She's a rock star and I would hire her ANY DAY in a heartbeat.*
- *You guys are so helpful, every time I call.*
- *I'm so happy you guys make it so easy!*
- *You have been exceptional, I really appreciate it.*
- *You have done just a great job. Thank you so much for all your help, you really made things a lot easier this morning.*
- *Perfect, perfect, perfect! This has been more than pleasant. the last time was, too and I really appreciate it!*
- *You've been so helpful and pleasant. I really appreciate your time. Without you walking me through it, I would still be sitting here scratching my head. So thank you very much for your help.*
- *You guys are so easy to deal with, thank you so much!*
- *You're a wealth of knowledge.*
- *Thank you so much, it is a lot of information, and you really clearly explained it. Thank you for your time and your patience.*
- *Perfect. That's really helpful. Thank you very much! You guys have just been awesome to deal with, I wish everything was as awesome as you guys are.*
- *Thanks very much for the quick response and excellent information!*
- *It was painless, and I sure appreciate it. Now days when you call people on the phone, it isn't like this. I appreciate it.*
- *You are a lifesaver, thank you ma'am.*
- *You guys are so helpful, every time I call.*

- *We love CollegeCounts! It's such a great plan and you guys are so easy to deal with.*
- *The back office is so great to work with. There has been a time or two when I forgot to fill something in or mark a check-box. Most companies just send it back or contact us weeks later. Your office called me the next day after I sent it in, and by the following day it was fully set up. And it is that way with every account we send in! Just wonderful to work with!*
- *You're all always so nice, and I appreciate so much that every time I call you all pick up the phone immediately, it's so nice. It's not like that with all 529 plans.*
- *You've been extremely helpful. You've been fantastic and I really appreciate your help on this. Thank you for your service, your help and your professionalism.*
- *Boy this was easy as could be. You made this easy with a capital E! You are wonderful with a capital W!*
- *You guys have the best investment options for a 529 account. Compared to other plans, this is by far the best! I appreciate you calling me, this was great service. Thank you so much!*
- *I've had these accounts for many years and every time I call I get a person, and I really love that. I love that. And I always have somebody who knows what they are talking about.*
- *You guys are very busy but cheery!*
- *You are great to do business with. We are very happy with CollegeCounts 529. We had about 25% profit on investment plus the 5% tax deduction from Alabama when the funds went in. Add that to how easy it was. Really first class customer service folks too! Thanks!*
- *Perfect! That was super easy! I didn't have to go through teleprompts like I was expecting to.*
- *You have been a HUGE help. You guys are always so helpful.*
- *Your plan is great to work with because you're always quick to get back to us with any questions we have.*
- *It's so nice to call you guys and you actually answer the phone. I can't tell you how nice that is.*
- *Whenever I call in your people are phenomenal. I always get Four Seasons service.*

- *This is the second time I have called , and I want to say that I am impressed on how easy it is to get a hold of you guys. I don't think I waited even 30 seconds! It was like the last time too! It is so pleasant to have that and I hope you keep that for all of the investors in the future.*
- *First of all, I'm just so shocked that I got a live person and I'm so absolutely thrilled about that. Usually you get a bazillion phone trees so this is awesome.*
- *I call you guys occasionally and hook up all my clients that are saving for college with you because it is easy and you guys are just fantastic to talk to.*
- *I use your website a lot. I like the way it works with the college planning tool. It helps a lot.*
- *Wow! My advisor said you guys have the best customer service and you will love working with them. They were right!*
- *You've been so wonderful! I'm going to recommend you guys to more people!*
- *Not only helpful, kind and considerate, but patient as well for those of us who are not computer savvy. I have a hard time inputting information due to health and she helped so I could access accounts online. Other places I have dealt with are were nowhere near the service I got from her. Not only that, but she seemed very intelligent and provided great service. Understand that it's not just kind words – she was so helpful in comparison to others. It was monumental what she did to help me.*
- *This is so easy. Getting funds distributed is much easier than I thought it would be. I remember with my financial planner, when he chose this plan years ago that was one of the things he cited as being one of the advantages. It's nice to see this be as easy as it is.*
- *I just want to let you know that this was really a wonderful account to get into to help her through school, because with it I was able to let her choose the school. She went to Roosevelt University and knowing that I had this account really helped that out a lot, so I do want to thank you guys for that.*
- *Perfect. We have had you for all three of our children and it worked out wonderfully-always having this extra bit of money when it came to tuition. I appreciate it!*
- *You guys are just wonderful! I have never had this kind of service in regards to my son's financial well-being at that school. You guys are amazing.*

- *Thank you so much! You are so wonderful. You solve people's problems rather than add to their problems. You make it easy. I can't say enough good things about you. I appreciate all your hard work and time. Thank you so much for making this a smooth ride!*
- *I have been so pleased with your plan. I was in two different college funds for other grandchildren and my financial advisor recommended that I move them all to your plan. I have been so pleased. It has been so easy to deal with you. The others always treated me as if it was their money and I had a lot of audacity to call them about it. Thank you very much!*
- *You were a pleasure to chat with. It is not often that I have such a knowledgeable and pleasant person on the other end of the line (at ***any*** institution) so THANK YOU!*
- *I wanted to let you know that because of how you answered my questions as thoroughly as you did and with such compassion that I've chosen to invest with your company. If you could have heard the conversation that I had with the other company, you would be calling you back, too! It was a hands down decision. I cannot deal with those other people. Once you've had the best, everything else pales in comparison. You did the best job for me and I wanted to make sure that you understood that because of you, your company gets my business! Thank you for being you!*
- *I appreciate that you guys answer the phone! That's awesome! I need to call my phone company next and I know I'm going to wait at least 20 minutes to talk to a live person.*
- *I wish every other mutual fund company was like you. My clients love you, too.*
- *What I like is that it's a multi-manager approach. That's great. There are not a lot of multi-manager 529 plans out there.*
- *We love dealing with you guys! Whenever we call, we get a real person on the phone right away and they are always very helpful.*
- *You have great records. I have trouble keeping track and would be in bad shape without you! Thanks for taking care of us!*
- *Your call center is phenomenal. Whenever I have a question I can count on getting the correct answer in a timely manner.*

- *She is like a First-Team All-American! I manage a lot of money and I never do 529's because it's not in my wheelhouse. But, when I get a request to help a friend, I will help them out. These are the very first 529 accounts I've ever dealt with and I opened them up wrong. I got your representative on the phone and she explained the appropriate way to resolve the issue. She was so "freaking" awesome! She held my hand and told me what to do to correct this. She never told me what to do, but she did a great job of providing my options and letting me choose what I wanted to do. She didn't guide me, she let me guide her, which was phenomenal! She then told me to call back and ask for her when I received the completed paperwork so she could continue to assist me throughout the entire process. She remembered me and was awesome to deal with! She made the entire experience spectacular! She was fantastic and could not be more patient with someone like me who doesn't know how to deal with back office and administrative stuff. I look forward to working with your plan as we move forward!*
- *It was painless to increase the amount of my automatic investment plan! That's great!*
- *You have been wonderful and removed a lot of confusion on my part! I appreciate that you clarified things for me! Thank you so very much!*
- *Thank you so much for the update! You guys make these phone calls so easy! That's unusual for our industry.*
- *She sounded confident when she answered the phone. She understands the value of the product and her excitement and sincerity are contagious.*
- *Your call center is great. It's so convenient not having to go through 10 prompts to speak to someone*
- *Your people are Johnny on the spot. I really appreciate not having to deal with the hassle that I have to at other places, including my own company*
- *I am always pleased whenever I call in. Your call center representatives are always friendly and knowledgeable. I appreciate the excellent customer service!*
- *You guys have a wonderful system there. Your whole program is great. One of my buddies switched over to you and told me about your plan.*
- *I can't begin to tell you how nice it is to work with the people at your home office. Rarely anymore can you call in somewhere and get someone on the phone immediately. Keep up the good work.*

- *She was polite, efficient and knowledgeable about the subject matter. Thumbs up to her for being the ultimate professional. She did a great job!*
- *Thank you! You guys have been amazing! Everyone who has helped me, every time I call. I really appreciate all the help and direction that you all have provided.*
- *Excellent! That is so easy! Saving money is the hard part but your website makes withdrawals so easy!*
- *This was a great interaction, as always. He was prompt with answers. No unnecessary information was asked for or discussed. Efficient call!*
- *She was very professional and easy to work with. There was only one item I wasn't asked to verify; it was like Fort Knox. However, I was appreciative of her verifying many pieces of information. It makes me feel secure if someone wanted to defraud my account.*
- *It doesn't take you long to set up new accounts after we submit paperwork. You are wonderful about that! I appreciate it!*
- *All of us are so pleased with the service we receive when we call in. You all are extremely helpful and friendly each time we call.*
- *He very clearly explained the type of funds I was in and the benefits to those. He also answered my follow-up questions very well, giving a lot of information but staying within his expertise. He was friendly, used words I could understand, and was dedicated to our conversation. Good job!*
- *She handled it quickly, efficiently and professionally.*
- *I love working with your company because whenever I call in your people are great to deal with*
- *Thank you so much for your help. I couldn't get this done without your amazing assistance! Thank you!*
- *He was very patient with me. He knew the answers to my questions without hesitation. Very friendly.*
- *I appreciate your thorough and very helpful response.*
- *You guys are great! Thank you so much! I appreciate it!*

- *I've been using you guys personally for my own kids and with my clients for years. Your customer service is amazing. I wish more companies were like that. Thank you for making it easy! Everybody is awesome and goes the extra mile, which is refreshing! Keep doing what you're doing, you guys are great!*
- *You guys are one of the only service groups that I can call that pick up the phone. I don't have to go through any type of automated message to get through and I love it! It's pretty unique.*
- *That was easy! I sure hope the rest of my day goes as well as that!*
- *You have been very helpful and this was very painless. That's rare! I appreciate it!*
- *Always appreciate talking to your company! Thank you very much! You're awesome – you knocked it out of the park!*
- *I'm not kidding, I can't remember the last time I called a company and someone answered right away without having to wait. That is so nice! Thank you for doing that – I appreciate it!*
- *I really enjoy that a person answers on the first ring. It's even better that they are always able to answer any questions I have.*
- *You guys have the best phone lines! I call and you guys pick up with no machines. It's great – I love it!!*
- *You guys have been great! I love how I can call you and I don't have to wait or talk to a computer. You have been so good. I got some general information the mail from you and I'm going to pass it on to my co-worker to open an account for her daughter. I'm going to highly recommend you. I have been so impressed!*
- *I just wanted to let you know how incredibly helpful your associate has been in helping my husband and I with our children's 529 accounts. There was a bit of a mess and I was about to have my accounts closed and transferred over to another 529 plan. She was so amazing that I decided to stay with your plan. I hope you encourage women like her who seem to go above and beyond when it comes to helping resolve customer issues.*

- *I love the fact you guys pick up the phone personally. It's amazing! Never change it.*
- *Thank you very much for addressing this, and please pass on my thanks to everyone involved in fixing this. It's rare and refreshing to have something like this get addressed so quickly. (From an investor who had trouble logging in online)*
- *Oh my gosh! I can't believe I just get through right away! Thank you so much – that is awesome! Your customer service is awesome! I really appreciate not having to push buttons to get through to someone. Thank you, Thank you, Thank you! Don't let them change the system – it's awesome! I can't even thank you enough because there are some companies that are so bad! Thank you!*
- *Thank you so much again for your time and the excellent service! It was pretty impressive compared to a lot of fund companies.*
- *I appreciate your help! I set up my account not too long ago. I like how easy it is to use! I've been pretty pleased so far.*
- *You guys always do good work for us and we appreciate all of your good customer service!*
- *That was easy! You took care of my only question, so I'm a happy camper!*
- *You guys do a really good job. You answer the phone right away and there are no numbers I have to punch. Thank you so much! I appreciate that! I can't tell you how nice that is, so thank you!*
- *I can't believe that a company actually has people answering the phone rather than a computer. You are always so helpful. I dread calling other companies but actually enjoy calling you.*
- *Your website is really smooth! I love having the visibility of the account online. I just made a contribution online for the first time and it was a piece of cake. It makes me want to contribute to college more when it's that easy!*

- *You guys are the best and we work with lots of different custodians. We really enjoy how easy you guys make it. Thank you!*
- *I just have to say I've been working as an assistant for many years and you are some of the nicest people to work with!*
- *She was amazed that we went above and beyond her expectations. She couldn't have been more complimentary. (Comment received by our field representative regarding a rollover from another 529 plan)*
- *You guys are the best because you answer the phone with no prompts or anything. It's why I do business with you guys. Thank you for being professional.*
- *That is a very nice feature to have! That's perfect! (Investor comment regarding "GiftED")*
- *I love how helpful everyone is when I call in.*
- *Oh my gosh, you actually answer the phone and don't have a recording. I'm so excited!*
- *Your website is very easy to navigate.*
- *Your operations folks are great to deal with. When I call in I always get the answer I'm looking for. They are very knowledgeable and helpful.*
- *Thank you for helping us with college expenses. Our account has helped us a lot. I only wish I had started my account earlier.*
- *I appreciate the security for online access. That's good! Thank you so much!*
- *I'm impressed that someone picked up the line on the first ring! Thank you so much!*

- *I really appreciate your help. You and your organization do a super job! It's nice to be able to talk to people who can understand, who know their stuff and are helpful. Thank you!*
- *After verifying information to obtain account information the customer stated, "That's the most security I've ever had to go through with a company. That's awesome! I've had my identity stolen, so I'm totally fine with all the verification."*
- *I was doing some other customer service-type calls today and I'm so glad that you're in the United States. It has been a trying afternoon! You've been very, very helpful and have restored my faith in customer service!*
- *You have been wonderful – I'm glad I called! This is beyond my expectations. Excellent customer service – this is a great start to my weekend!*
- *You guys have by far the best call center that we work with. Rarely does it have to ring twice before somebody picks up the phone.*
- *Easiest 529 I have used. Love the real people who answer the phones and are helpful.*
- *You guys answer the phone pronto. I can't believe how quickly you answer. Sometimes it doesn't even hardly ring and you are answering. It doesn't matter if it's Monday, Thursday or Friday, you're Johnny-on-the-spot!*
- *I appreciate your help. You guys are wonderful. You are so easy to deal with. I wish everyone was as easy to deal with as you are. You have saved me extra work and I really appreciate it.*
- *It's very refreshing to go right to a person when I call! I almost thought you were a recording when you picked up so quickly.*
- *Seamless website to use, love the ease of it.*
- *I forgot that you guys always pick up right away – you're the only ones in the world. I don't even pick up my home phone that quickly!*

- *I'm an advisor, but I also have accounts with you for my grandchildren. We love CollegeCounts! You do a great job!*
- *You guys run a tight outfit – I always like dealing with you. It's a funny thing – I tell my clients this all the time that a huge plus with you guys is that when I pick up the phone to call you, a human being answers the phone. That's a tremendous plus for you and your organization! It's terrific! Keep doing a good job!*
- *I wanted to tell you that it was so easy to go on your website and request a withdrawal. It was very nice to have something work well the first time. It's our first time withdrawing money, so we were very hesitant and anxious – we wanted to make sure we did it correctly. It went very smoothly, so thank you very much!*
- *Let me just say, you guys do such a good job. You answer the phones so quickly and everybody is so friendly and professional. Thank you!*
- *It feels like I have a red phone for 529's. Whenever I have a question I pick it up and somebody immediately answers.*
- *The call center is phenomenal. I recommend your plan to all of the other assistants because you guys are so great to work with, much better than other plans.*
- *Your call center is top-notch. Whenever I have a question or request I know that I will have an answer right away.*
- *Oh my gosh! I can't believe that I actually get a human as soon as I dial. That is amazing! You must be the only company out there left that still answers the phone.*
- *She's wonderful. She was patient with me and helpful. When I thought we had encountered a glitch, she didn't argue, she just helped me through it. She couldn't have been better – could not have been better. She gets all the stars and all the atta-boys. Thanks a million!*
- *This is the best customer experience I've had! Thank you so much! You do a good job!*
- *You guys make everything so easy. It's greatly appreciated!*

- *When we talk to other plans and then talk to you, it's like another world. You guys are the last of a dying breed. I'm still shocked that every time I call a human answers automatically and I'm stuttering and stammering because I'm expecting a recording. We really appreciate it!*
- *You guys are good! I really like working with you guys because you answer the phone all the time. You are brilliant! Thank you so much – I appreciate it!*
- *Today I called your assistance phone line and received superb help from your colleague. She helped me see on the web page the new account established for my daughter and how to make changes to the monthly contributions going to that account. At one point I became aggravated and terse, but she remained professional and helpful. I appreciate her help and professional demeanor.*
- *I told my client that if he had any questions, the folks there are super easy, helpful and knowledgeable.*
- *Thank you for the courtesy of your prompt and informative reply. I really appreciate it.*
- *I want to thank you for going over and above with your wonderful customer service. It was awesome! Thank you so much for your attention to the matter and all your hard work!*
- *I wish all calls to customer service departments were like this.*
- *He did a great job. He was polite and thorough in all of his responses. He took time to answer all of my questions and asked if there was anything additional he could help me with.*
- *You have the best customer service. You talk to a real person who always answers the telephone promptly.*
- *On top of being a wonderful personality to speak with on the phone, she made me trust her knowledge and feel at ease with how my money was being managed. For such a simple question, I was impressed with the resulting answer and customer service experience!*

- *In a world of calling 800 numbers and being transferred to accomplish anything (it seems), your associate offers great service and accountability. She was willing to give me her direct email address and then followed up without being asked. You are one of the few organizations that gives consistently good service these days.*
- *You deliver flawless customer service – it is so good. It is every person, every time – 100% satisfaction. You guys are top notch – you do a great job!! Please let everyone know because I'm sure at some point, every one of you has handled my accounts.*
- *You have been a delight and a wonderful wealth of information! I sure appreciate your help!*
- *The call center is so helpful that I know my clients are in good hands using the direct sold plan.*
- *You guys have been great to work with! I highly recommend your plan!*
- *He was easy to relate with, was totally focused on assisting me, spoke clearly, and at a nice pace. I felt that he had exceptional customer service skills and excellent product knowledge.*
- *It blows my mind that you guys answer the phone on the first ring every time. It's a rarity for us in the field, so we appreciate it.*
- *Your representative was fantastic. He was very enthusiastic and very friendly. He answered every question without hesitation. He was very easy to understand. He did not seem rushed or disgruntled. Great service.*
- *You know everything – even more than my advisor! This is awesome. It's amazing that someone answers right when you call – don't ever change that.*
- *Thank you for explaining it so well - that's exactly what I needed. When I pick up a phone to call most places it's either hold music, I can't understand them or they blow me off by telling me that all their forms are online. You related so well to me - I'm a grandparent that doesn't deal with the internet and I don't want another password. It was so nice of you to answer all my questions.*

- *Your enrollment packets are extraordinarily good! Whoever does them does a very good job. You spell everything out in language that is understandable. Thank you!*
- *I love it when I call you guys. You always pick up right away just like we do in our office. Hardly ever do I make a call to a toll free number when there's not voicemail or a recording. I really appreciate that.*
- *You make withdrawals so easy. We appreciate it very much!*
- *You have been extremely helpful! I've been very pleased with the program. We have done pretty well with it. I made an initial investment and have more than doubled the money in the timeframe we have been invested, so I'm pleased.*
- *She was very polite and patient. She listened to my questions and was able to provide me the information I needed. Her responses are clear and concise. Overall, she did a great job! She was calm, polite, and very professional.*
- *You guys make everything so easy – it's greatly appreciated!*
- *You guys are always great. You always answer the phone right away and you're always on the ball. I'm appreciative of that!*
- *You have no idea how wonderful it is to call you and have you answer the phone. Everything else is computer-generated and it's so nice to talk to someone – even though everyone hates the computer systems, everyone does it. It's great that you don't.*
- *Thank you for your help – I very much appreciate it! Thanks for having a person pick up and say, "How can I help you?" when the phone rings. It's much better than having to push 7 buttons and then getting a recording. I really, really appreciate that.*
- *You guys are awesome! I tell my clients to call you if they ever have questions because you never get a machine – you get a person who knows what they are talking about.*

- “I recommend this 529 to everybody I know. It has helped us immensely. We were able to cover all of our oldest child’s expenses and will have enough to cover 3 years of our youngest child’s expenses. It’s a huge relief that we won’t have to take out student loans. You guys make it easy and it’s so appreciated. Anyone who doesn’t save with you is making a big mistake. I love that you guys make it easy to do withdrawals and track all our transactions. Everyone I talk to there is excellent. You have helped me put two kids through school and I really appreciate it.”
- “We started doing the withdrawal process this year for one of my clients and you make it very easy to complete.”
- “Our clients find the end-of-year reminder about making contributions before Dec 31st very helpful. We hope you continue mailing those contribution reminders in the future.”
- “Your call center is great! No matter what comes up, I always gets taken care of quickly and accurately.”
- “Thank you so much for clarifying the rollover rules. I didn’t realize a client could only request a rollover from another 529 plan once every 12 months. It would have been embarrassing if I had misinformed my client. I really appreciate you saving me from a screw-up.”
- “You guys are all wonderful – believe it or not, that’s a big reason why I’m investing with you even though I live in Texas. Whenever I have a question with other plans, it’s difficult to get in touch with a person. With you guys, if there’s a hold at all, it’s less than a minute. You do a wonderful job with customer service and that’s why I’m talking to you - I chose to invest with the organization that had the best service!”
- “You guys are incredible! I wish everyone was this easy to work with! You’re awesome!”
- Your call center is always ready to help us. You are always great and take good care of us when we need it. Your field reps are always very helpful.
- Your folks are the friendliest group of people I work with!

- On a stop in a doctor's office, Madison encountered an office manager who was excited to have materials about CollegeCounts available in their waiting area. She told Madison, "We use this for my kids! It's great! We send links to all of our friends and family members on birthdays instead of getting more toys." She and her family LOVE CollegeCounts and she encouraged all the other ladies in the office to take brochures for themselves.
- "Don't ever change anything - out of everyone I deal with you are the easiest the people to deal with!"
- "She was very upbeat and easy to talk to. She made me feel important and was focused on my question. She was very knowledgeable and friendly."
- "It was so easy to do withdrawals online. I was so worried about the process and it was simple to make the request online."
- "Your representative was very helpful. She answered all of my questions directly and clearly, and was friendly about it as well."
- "Thank you for your help. I wish all of my calls to service centers could go this well!"
- "Wow, fantastic customer service. Nicely done and thank you."
- You are wonderful! You provided me with an accurate answer and did so very clearly and professionally. I greatly appreciate your help!
- "I'm so happy to speak to someone who will help solve my issues rather than someone who does nothing which is what I usually experience with other call centers. Thank you so much!"
- "Your representative was fantastic. She was very friendly and polite throughout the conversation. She was also quick and efficient. I wish all phone customer service could be as helpful and enthusiastic as she was!"

CollegeCountsSM

Alabama's 529 Fund



Events and Outreach Calendar

June 12, 2019

Period ended

March 31, 2019

UBT

Union Bank & Trust

Program Manager



*Offered by the
State of Alabama*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
		Birmingham – Community Stops and Outreach	Birmingham – Community Stops and Outreach	Birmingham – Community Stops and Outreach		Huntsville Learning Expo 9:00 am Rocket City Moms Learning Expo – Huntsville – Earlyworks Museum 9:00 am
27	28	29	30	31		
			Huntsville – Community Stops and Outreach	Huntsville – Community Stops and Outreach		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Huntsville – Community Stops and Outreach	2
3	4	5	6	7	8 Madison – Community Stops and Outreach	9
10	11 Harvest, Hazel Green, Triana – Community Stops and Outreach	12 Meridianville, New Market, Moores Mill – Community Stops and Outreach	13 Pell City, Trussville – Community Stops and Outreach Rogersville, Lexington – Community Stops and Outreach	14 Trussville, Killen, Lauderdale County, New Hope, Owens Cross Roads, Gurley – Community Stops and Outreach	15	16
17	18 Lee County, Demopolis, Sheffield – Community Stops and Outreach Demopolis Library Event – Demopolis 1:00 pm	19 Auburn, Opelika, Demopolis, Tuscumbia – Community Stops and Outreach	20 Auburn, Lanier, Linden, Myrtlewood, Sweet Water, Thomaston, Colbert County – Community Stops and Outreach	21 Opelika, Cuba, Emelle, Gainesville, Livingston, Panola, York, Colbert County – Community Stops and Outreach	22	23
24	25 Tuscaloosa, Andalusia – Community Stops and Outreach	26 Tuscaloosa, Andalusia – Community Stops and Outreach	27 Tuscaloosa, Floralta, Gantt, Lockhart, Opp – Community Stops and Outreach	28 Tuscaloosa, Red Level, Georgiana, McKenzie – Community Stops and Outreach		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Greenville – Community Stops and Outreach	2
3	4 Ashville, Springville, Argo, Black, Coffee Springs, Geneva, Russellville – Community Stops and Outreach	5 Steele, Ragland, Riverside, Odenville, Hartford, Samson, Slocomb, Red Bay, Moulton – Community Stops and Outreach	6 Sylacauga, Brantley, Dozier, Glenwood, Rutledge, Moulton, Town Creek – Community Stops and Outreach	7 Montgomery, Luverne, Bank, Brundidge, Goshen, Troy, Lawrence County, Decatur – Community Stops and Outreach	8 Troy – Community Stops and Outreach	9
10	11 Arab – Community Stops and Outreach	12 Cullman, Centreville, Brent, West Blocton, Woodstock – Community Stops and Outreach	13 Cullman County, Eutaw, Boligee, Forkland, Union – Community Stops and Outreach	14 Guntersville, Moundville, Akron, Greensboro, Newbern – Community Stops and Outreach	15 Livingston, Marion, Uniontown – Community Stops and Outreach	16
17	18 Boaz – Community Stops and Outreach	19 Albertville, Harpersville, Chldersburg, Sylacauga – Community Stops and Outreach	20 Albertville, Sylacauga, Alexander City – Community Stops and Outreach	21 Marshall County, Alexander City, Dadeville – Community Stops and Outreach	22 Tallassee – Community Stops and Outreach	23
24	25	26 Wetumpka – Community Stops and Outreach	27 Wetumpka, Eclectic – Community Stops and Outreach	28 Montgomery – Community Stops and Outreach	29 Montgomery – Community Stops and Outreach	30 Montgomery BabyPalooza

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
	Jasper – Community Stops and Outreach	Jasper, Wetumpka – Community Stops and Outreach	Wetumpka, Eclectic, Walker County – Community Stops and Outreach	Montgomery, Winston County – Community Stops and Outreach		
14	15	16	17	18	19	20
	Montgomery – Community Stops and Outreach	Montgomery – Community Stops and Outreach	Montgomery – Community Stops and Outreach	Montgomery – Community Stops and Outreach		
21	22	23	24	25	26	27
				Anniston, Oxford – Community Stops and Outreach	Anniston, Oxford – Community Stops and Outreach	
28	29	30				
	Prattville – Community Stops and Outreach	Florence, Prattville – Community Stops and Outreach				

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 NAIFA Conference – Gulf Shores – The Lodge at Gulf State Park	2 NAIFA Conference – Gulf Shores – The Lodge at Gulf State Park	3 NAIFA Conference – Gulf Shores – The Lodge at Gulf State Park	4
5	6	7 Oneonta – Community Stops and Outreach	8 Blount County – Community Stops and Outreach	9 Blount County – Community Stops and Outreach	10	11
12	13	14	15	16	17	18
19	20 Athens – Community Stops and Outreach	21 Athens, Limestone County – Community Stops and Outreach	22 Fayette County – Community Stops and Outreach	23 Etowah County – Community Stops and Outreach	24	25
26 Etowah County – Community Stops and Outreach	27 Gadsden – Community Stops and Outreach	28 Gadsden, Rainbow City – Community Stops and Outreach	29	30 Rainbow City – Community Stops and Outreach	31	

1ST QUARTER 2019

Final Tax Reminders

With tax season drawing to a close, here are some final tax-related reminders for CollegeCounts owners and contributors. Please visit our Tax Center at CollegeCounts529.com for more information, and be sure to **discuss any tax-related questions with your tax professional.**

Alabama Tax Deduction

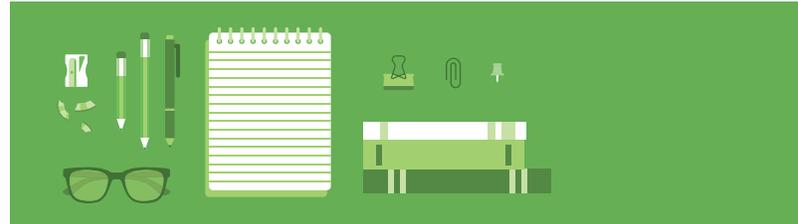
- 2018 contributions to CollegeCounts can be deducted on Alabama Form 40, Part II, Line 8 up to \$5,000 for single filers (up to \$10,000 if married, filing jointly when both spouses contribute)¹.
- If you mailed a contribution with a 2018 postmark that was invested in early January 2019, it will appear on the 1st Quarter 2019 statement as a "Prior Year Contribution." It is our understanding that a "Prior Year Contribution" is eligible for 2018 tax deduction purposes.
- The contribution deadline for a 2018 state income tax deduction was December 31, 2018. Contribute now to take advantage of the Alabama state income tax deduction for 2019!

2018 Withdrawals

- Tax Form 1099-Q was mailed in January if a withdrawal was requested in 2018.
- Keep all documentation of your qualified expenses² in the event of questions from the IRS or Department of Revenue.

Gift Tax Return

IRS Form 709 is required to be filed by April 15th to report any gifts over \$15,000 to a CollegeCounts account in 2018.



American Opportunity & Lifetime Learning Credits

- Don't forget to take advantage of the American Opportunity and Lifetime Learning tax credits if you paid college expenses in 2018.
- Withdrawals from CollegeCounts cannot be for the same expenses that are claimed with these credits (no "double-dipping").
- Review IRS Publication 970 and discuss in detail with your tax professional.

Recontribution of College Refunds

- If your student's enrollment changed and you received a refund from a college, the refund can be recontributed to the same CollegeCounts account within 60 days with no penalty.
- A Tax Form 1099-Q would still be issued for the initial withdrawal.
- It is important to keep all documentation of the withdrawal and recontribution for tax purposes.

Invest your Tax Refund with CollegeCounts

- If you will receive a federal or state tax refund, consider investing a portion of those dollars with CollegeCounts.
- Visit the Tax Center at CollegeCounts529.com for more information and direct deposit instructions.

2019 CollegeCounts 529 Day Giveaway

Preparations are now underway for the 2019 CollegeCounts 529 Day Giveaway. We celebrate our favorite holiday, 529 Day, on May 29th each year, and we can't think of a better way to celebrate than by awarding \$529 CollegeCounts contributions to lucky parents, grandparents, and legal guardians of babies across the state of Alabama. Be sure to "like" us at [facebook.com/CollegeCounts](https://www.facebook.com/CollegeCounts) to stay informed about the 529 Day Giveaway and see helpful college planning information.

If you have (or will have) a baby born between May 29, 2018 and May 29, 2019, make sure to register for your chance to win a \$529 contribution to CollegeCounts to jumpstart your baby's college savings account. The entry period is May 29, 2019 through July 13, 2019. More details about this year's CollegeCounts 529 Day Giveaway will be coming soon on Facebook!

National 529 Awareness Campaign

Saving for college is an important need for families in Alabama and across the United States. CollegeCounts is committed to creating awareness of 529 accounts and the importance of saving for college to help reduce student loan debt.

The national organization for 529 college savings plans—the College Savings Plan Network (CSPN)—has launched a campaign with Fred Rogers Productions to help create additional awareness of 529 accounts for families across the country. CollegeCounts is proud to be one of the many partners working with the CSPN on this important initiative. Watch for our partnership ads before and after episodes of Daniel Tiger's Neighborhood on your local PBS station. Visit [529forcollege.com](https://www.529forcollege.com) for more information.

¹ Individuals who file an Alabama state income tax return are eligible to deduct for Alabama state income tax purposes up to \$5,000 per tax year (\$10,000 for married taxpayers filing jointly if both contribute) for total combined contributions to the Plan and other State of Alabama 529 programs. The contributions made to such qualifying plans are deductible on the tax return of the contributing taxpayer for the tax year in which the contributions are made. In the event of a Nonqualified Withdrawal from the Plan, for Alabama state income tax purposes, an amount must be added back to the income of the contributing taxpayer in an amount of the Nonqualified Withdrawal plus ten percent (10%) of such amount withdrawn. Such amount will be added back to the income of the contributing taxpayer in the tax year that the Nonqualified Withdrawal was distributed. Please consult with your tax professional.

² Withdrawals used to pay for qualified higher education expenses are free from federal and Alabama state income tax. Qualified higher education expenses include tuition, fees, books, supplies, and equipment required for enrollment or attendance; certain room and board expenses incurred by students who are enrolled at least half-time; the purchase of computer or peripheral equipment, computer software, or Internet access and related services if used primarily by the beneficiary during any of the years the beneficiary is enrolled at an eligible educational institution; and certain expenses for special needs services needed by a special needs beneficiary.

Visit us at Babypalooza!

CollegeCounts attends many family-friendly events across Alabama each year, including the Babypalooza tour that makes stops in Montgomery, Huntsville, Tuscaloosa, Muscle Shoals, Mobile, and Birmingham. Please visit our booth at a Babypalooza event near you; we would be happy to answer any questions you have about CollegeCounts. And don't forget to register for our drawing for a contribution to a CollegeCounts account! Watch for our booth at various events throughout the year and stop by to say hi!

CollegeCounts Financials

Each year an independent accounting firm performs an audit of the CollegeCounts 529 Fund financial statements. You can view the latest audited financial statements at [CollegeCounts529.com](https://www.CollegeCounts529.com). Select "FAQ's" at the top of the site and find the link under the question, "Where can I obtain a copy of the audited financial statements?".

Contact Information

It is important that we have current contact information for all account owners—especially those account owners who receive statements electronically or use online access as a primary means of obtaining account information. Please log into your account at [CollegeCounts529.com](https://www.CollegeCounts529.com) and take a moment to review your contact information under the "Account Profile" heading. We ask that you review all the contact information and make any necessary updates to your address, phone number and email address. We do not use your contact information for marketing purposes, but do rely on the information to be correct in order to communicate important program information from time-to-time.

The earnings portion of a non-qualified withdrawal is subject to federal income tax and 10% federal penalty tax. In addition, Alabama provides in the event of a non-qualified withdrawal an amount that must be added back to the income of the contributing taxpayer. The amount to be added back will be the amount of the non-qualified withdrawal plus 10% of the amount withdrawn.

An investor should consider the investment objectives, risks, and charges and expenses associated with municipal fund securities before investing. This and other important information is contained in the fund prospectuses and the CollegeCounts 529 Fund Program Disclosure Statement (issuer's official statement), which can be obtained by calling 866.529.2228 and at [CollegeCounts529.com](https://www.CollegeCounts529.com) and should be read carefully before investing. You can lose money by investing in a portfolio. Each of the portfolios involves investment risks, which are described in the Program Disclosure Statement. An investor should consider, before investing, whether the investor's or designated beneficiary's home state offers any state tax or other benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in such state's 529 plan. Investors should consult a tax advisor.

The CollegeCounts 529 Fund is a qualified tuition program under Section 529 of the Internal Revenue Code that is offered by the State of Alabama, administered by the Board of Trustees of the ACES Trust Fund (the "Trust" and plan issuer).

Final tax reminders

With tax season drawing to a close, here are some final tax-related reminders for CollegeCounts owners and contributors. Please visit the "Tax Center" at CollegeCounts529advisor.com for more information and be sure to [discuss any tax-related questions with your tax professional](#).

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- ▶ It is important to keep all documentation of the withdrawal and recontribution for tax purposes.

Invest your Tax Refund with CollegeCounts

- ▶ If you will receive a federal or state tax refund, consider investing a portion of those dollars with CollegeCounts.
- ▶ Visit the "Tax Center" at CollegeCounts529advisor.com for more information and direct deposit instructions.

GIVE THE GIFT OF EDUCATION

A contribution to CollegeCounts makes an excellent graduation gift for any student. A senior in high school could begin to utilize funds contributed to their account for their upcoming college expenses this fall. But don't forget about CollegeCounts contributions for younger beneficiaries as well – students graduating from middle school, elementary school, kindergarten or pre-school can also benefit from gift contributions for their future education expenses. GiftED is a great way to get family members or friends involved in helping save additional funds for your beneficiary. Simply log into your account to send an email invitation to anyone who may want to contribute to your CollegeCounts account for an upcoming special event such as a graduation. Birthdays and holidays are also a great time to send an invitation for a gift contribution. Every contribution will help your beneficiary achieve their future education goals!

COLLEGE COUNTS FINANCIALS

Each year an independent accounting firm performs an audit of the CollegeCounts 529 Fund financial statements. You can view the latest audited financial statements at CollegeCounts529advisor.com. Select "FAQ's" at the top of the site and find the link under the question, "Where can I obtain a copy of the audited financial statements?"

Investment Option Enhancements

CollegeCounts continually reviews the investment options offered by the plan in order to make enhancements that will keep the program a low-cost and appealing way for investors to save for future college expenses. As previously communicated by mail, email and on our website, several changes will be made to the investment option line-up on April 9, 2019.

The following changes will be made to the Age-Based, Target and Individual Fund portfolios:

- ▶ Vanguard Emerging Markets Select Stock Fund will replace Lazard Emerging Markets Equity Fund
- ▶ Principal Global Real Estate Securities Fund will replace Voya Global Real Estate Fund

The following change will be made to the Individual Fund Portfolios:

- ▶ DFA Real Estate Securities Portfolio will replace T.Rowe Price Real Estate Fund

All of the changes will be completed automatically with no additional action required of account owners. Changes made by the plan should not be considered an investment option change to accounts for Federal income tax purposes. Detailed information about the changes was previously communicated by mail and email and can also be found at CollegeCounts529advisor.com under the “Resources” link. Please feel free to reach out to us at 866.529.2228 if you have any questions. You may also reach out to your financial professional for assistance.

An investor should consider the investment objectives, risks, and charges and expenses associated with municipal fund securities before investing. This, and other important information, is contained in the fund prospectuses and the CollegeCounts 529 Fund Advisor Plan Program Disclosure Statement (issuer’s official statement), which can be obtained from a financial professional and on CollegeCounts529advisor.com and should be read carefully before investing. You can lose money by investing in a portfolio. Each of the portfolios involves investment risks, which are described in the Program Disclosure Statement.

An investor should consider, before investing, whether the investor’s or designated beneficiary’s home state offers any state tax or other benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in such state’s 529 plan. Investors should consult a tax advisor.

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² Withdrawals used to pay for qualified higher education expenses are free from federal and Alabama state income tax. Qualified higher education expenses include tuition, fees, books, supplies, and equipment required for enrollment or attendance; certain room and board expenses incurred by students who are enrolled at least half-time; the purchase of computer or peripheral equipment, computer software, or Internet access and related services if used primarily by the beneficiary during any of the years the beneficiary is enrolled at an eligible educational institution; and certain expenses for special needs services needed by a special needs beneficiary. The earnings portion of a non-qualified withdrawal is subject to federal income tax and 10% federal penalty tax. In addition, Alabama provides in the event of a non-qualified withdrawal an amount that must be added back to the income of the contributing taxpayer. The amount to be added back will be the amount of the non-qualified withdrawal plus 10% of the amount withdrawn.

Contact Information

It is important that we have current contact information for all account owners – especially those account owners who receive statements electronically or use online access as a primary means of obtaining account information. Please log into your account at CollegeCounts529advisor.com and take a moment to review your contact information under the “Account Profile” heading. We ask that you review all of the contact information and make any necessary updates to your address, phone number and email address. We do not use your contact information for marketing purposes, but do rely on the information to be correct in order to communicate important program information from time-to-time.

Important Role of Successor Account Owner

An Account Owner can choose to name a Successor Account Owner who would take over ownership of a CollegeCounts account in the event of the account owner’s death. Naming a Successor Account Owner is recommended in order to ensure the account ownership is transferred to the individual an account owner intends to pass the account to and streamlines the ownership change process. It is important to periodically review the Successor Account Owner designation to ensure the individual named continues to be the desired selection. You can review your account information by logging in at CollegeCounts529advisor.com. Once logged in, select the “Account Profile” heading to review your Successor and make any necessary changes. You can also complete and submit the Successor Account Owner form found under the “Forms” link of our main site to add or change your designation.