

CollegeCountsSM

Alabama's 529 Fund

Q 1 2020 Review Meeting
May 20, 2020

Period ended
March 31, 2020

UBT
Union Bank & Trust
Program Manager

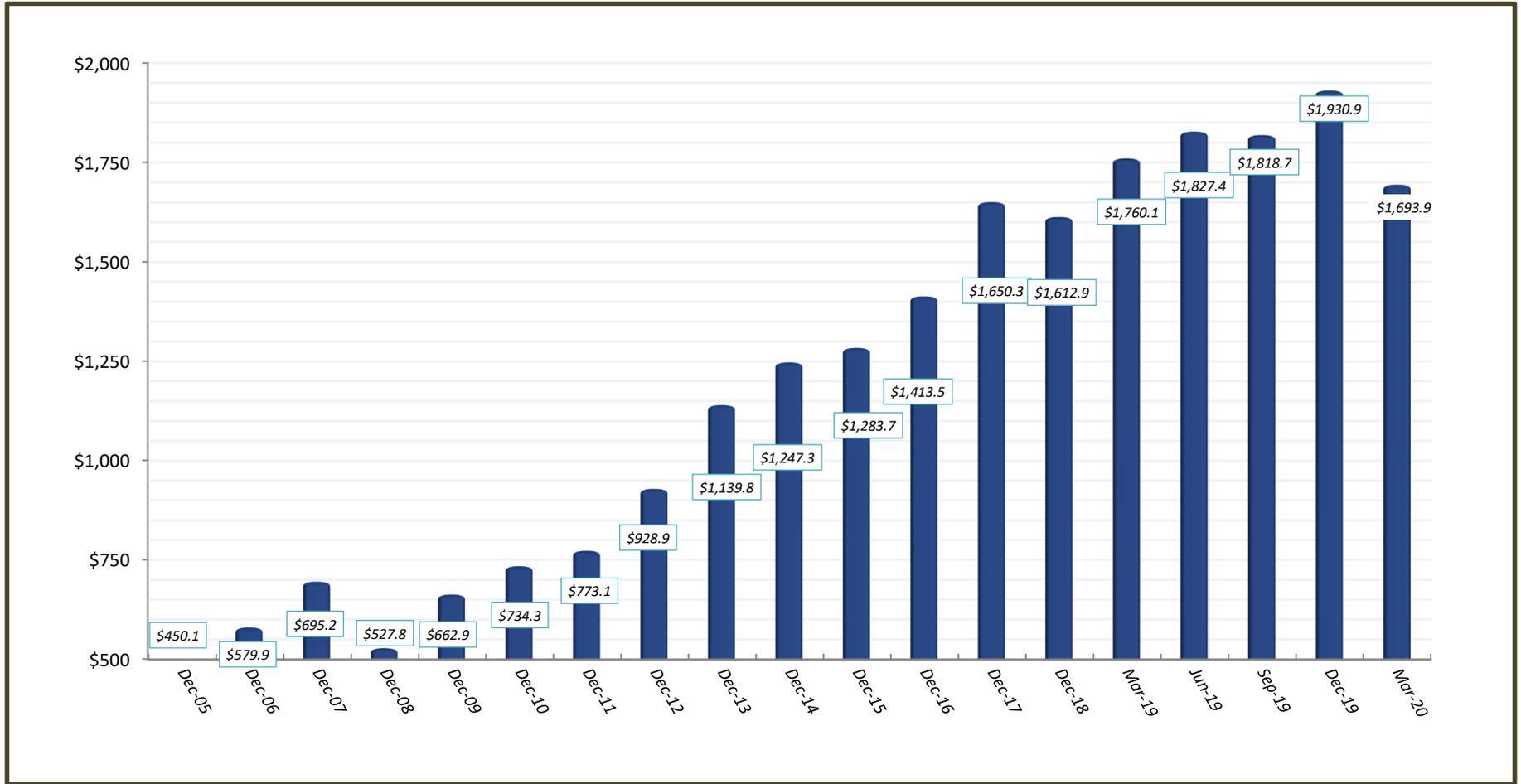


*Offered by the
State of Alabama*

Executive Summary

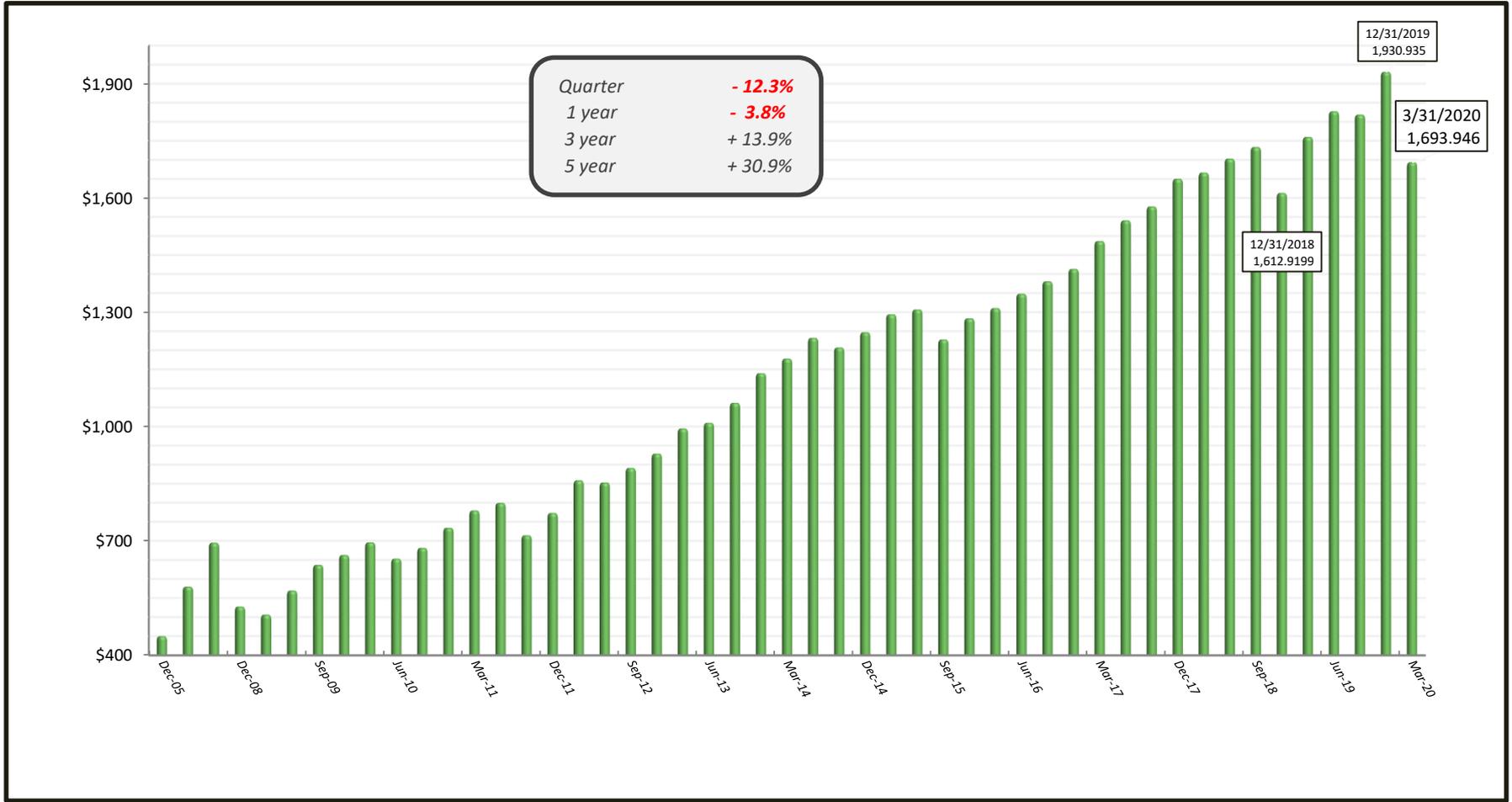
• Assets & Accounts		
• Total Plan Assets	\$1.693 bil	- 12.3% Q 1
• Advisor \$1.142 bil Direct \$551.7 mil		
• Total accounts	99,122	
• Advisor 63,720 Direct 35,402		
• Total Contributions Q 1 2020	\$56.087 mil	
• Alabama residents		
• Alabama Plan Assets	\$1.006 bil	- 11.3% Q 1
• Alabama accounts	61,028	
• Alabama contributions CY 2019	\$44.752 mil	
• Rollover Contributions CY 2019		
• Direct Plan	\$3.027 mil	
• Advisor Plan	\$4.046 mil	
• Rollovers Dollars (<i>Alabama Account Owner</i>)	86.6%	
• Age-Based Accounts & Assets		
	<u>Accounts</u>	<u>Assets</u>
• Direct Plan	68.3%	63.1%
• Advisor Plan	72.3%	68.0%
• Plan Asset Allocation		
• Direct Plan	59.4% equity	
• Advisor Plan	50.3% equity	
• Average Age		
• Account Owner	50.74 years	
• Beneficiary	13.27 years	
• Account size		
	Alabama	Plan
• Average account size	\$16,489	\$18,869
• Median account size	\$7,372	\$7,764

Total Plan Assets



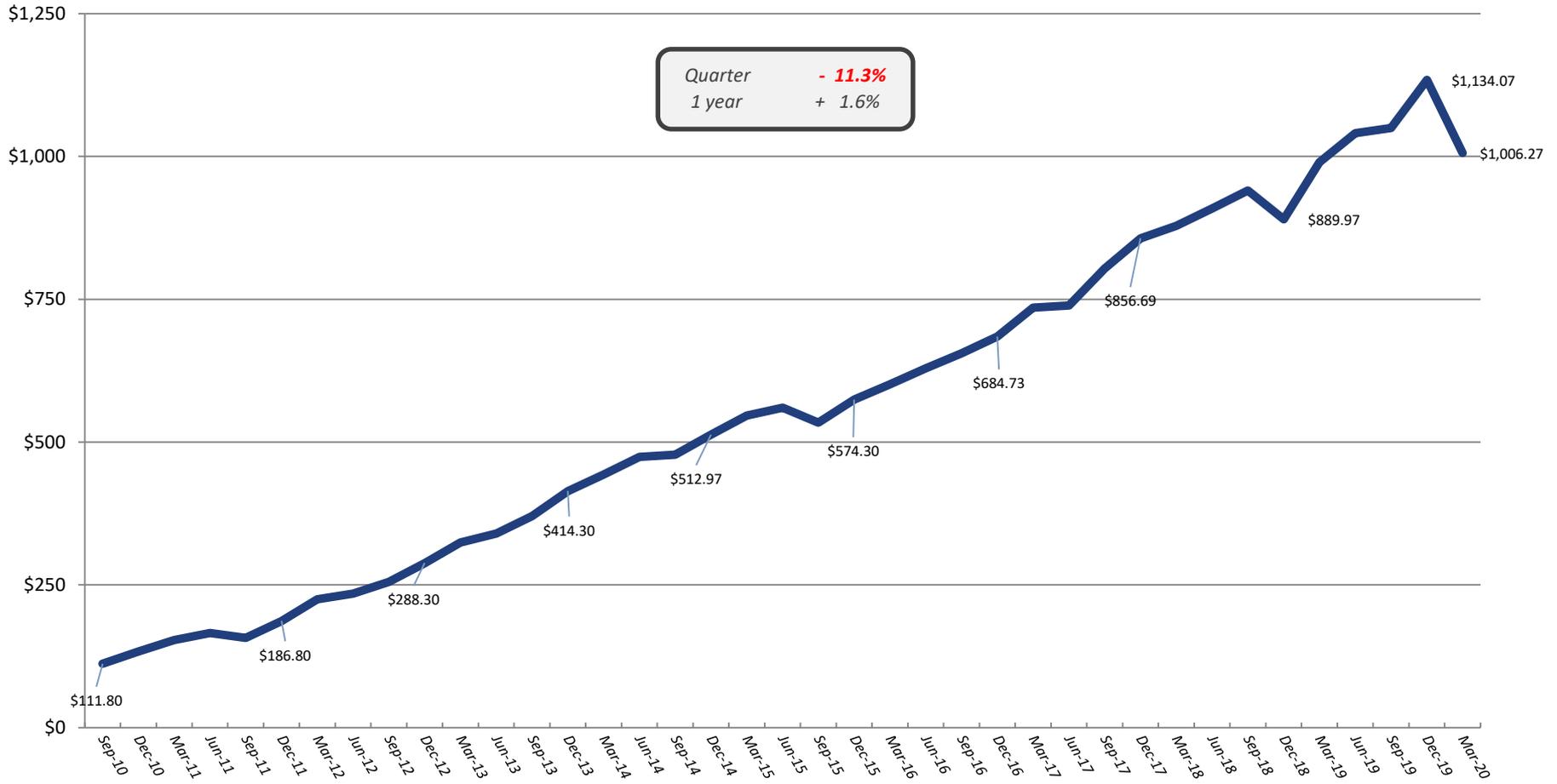
Note: Historical #'s through June 2010 are year end and quarterly #'s as reported by Van Kampen. July 2010 value represents the \$671 mil conversion total.

Total Plan Assets



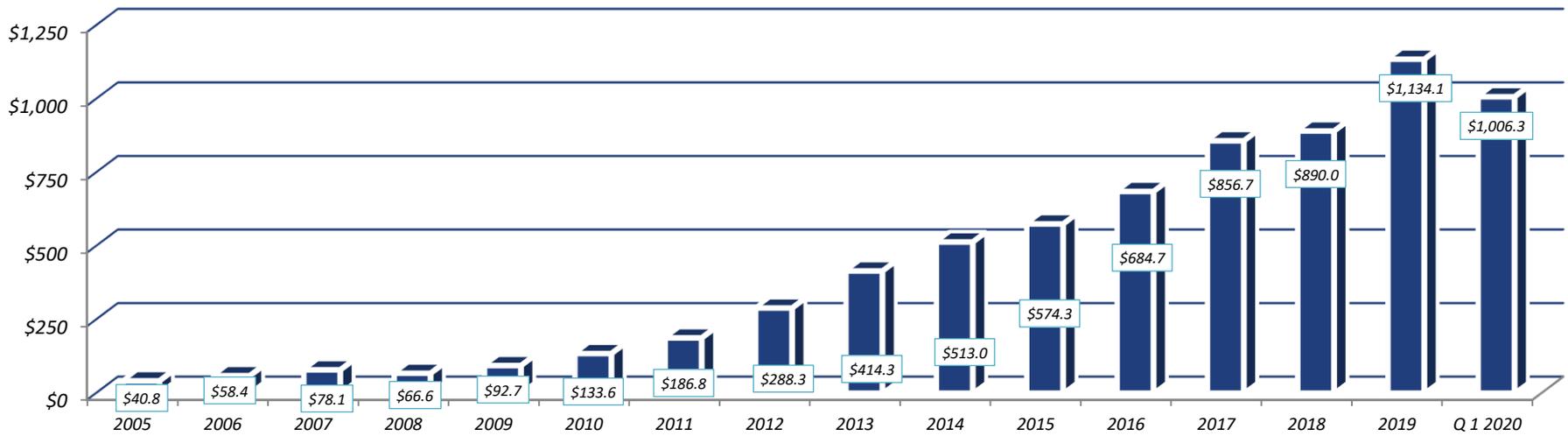
Note: Historical #'s through June 2010 are year end and quarterly #'s as reported by Van Kampen. July 2010 value represents the \$671 mil conversion total.

Alabama Assets (quarter end)

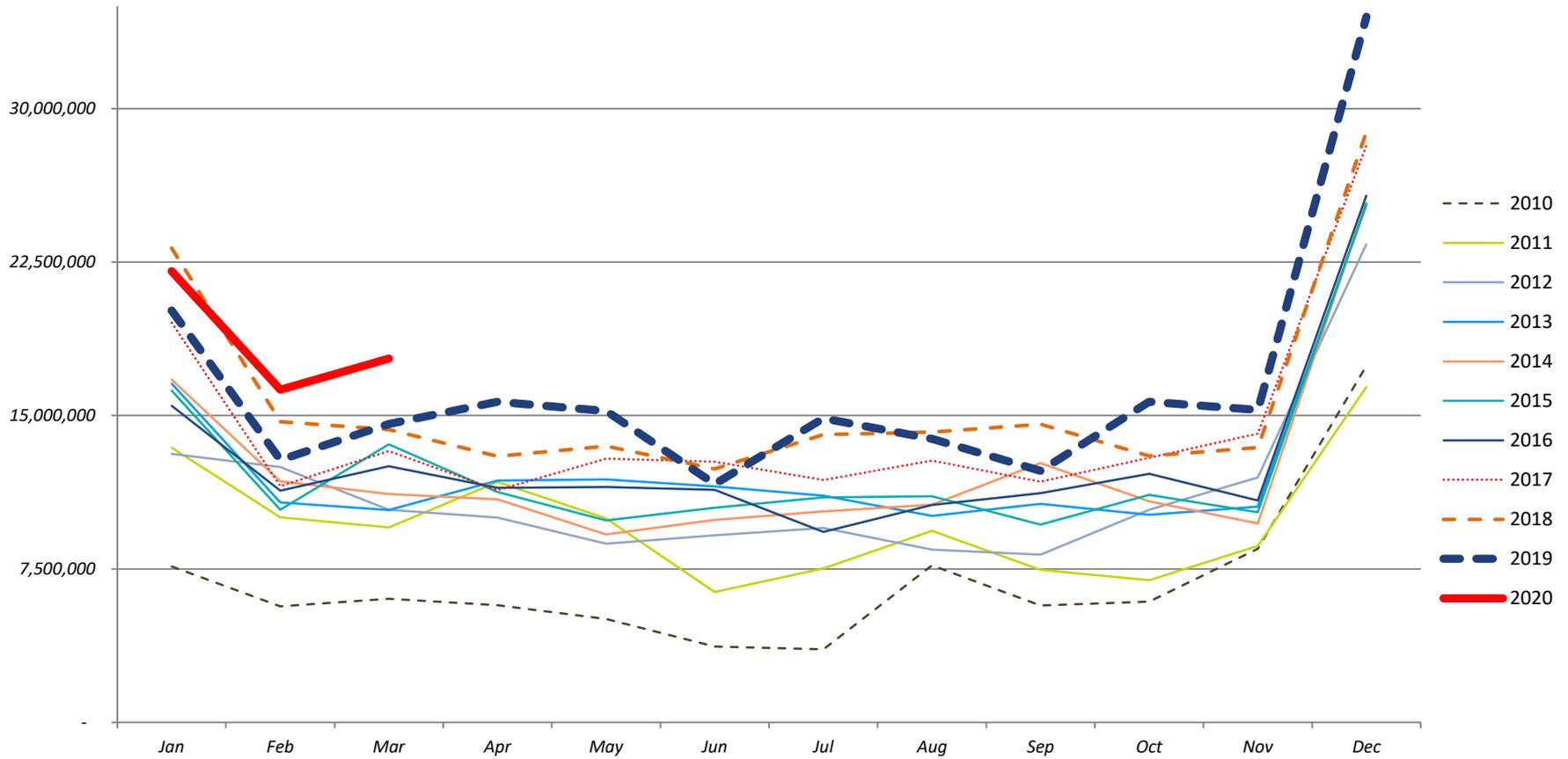


Alabama Assets *(historical year end #'s)*

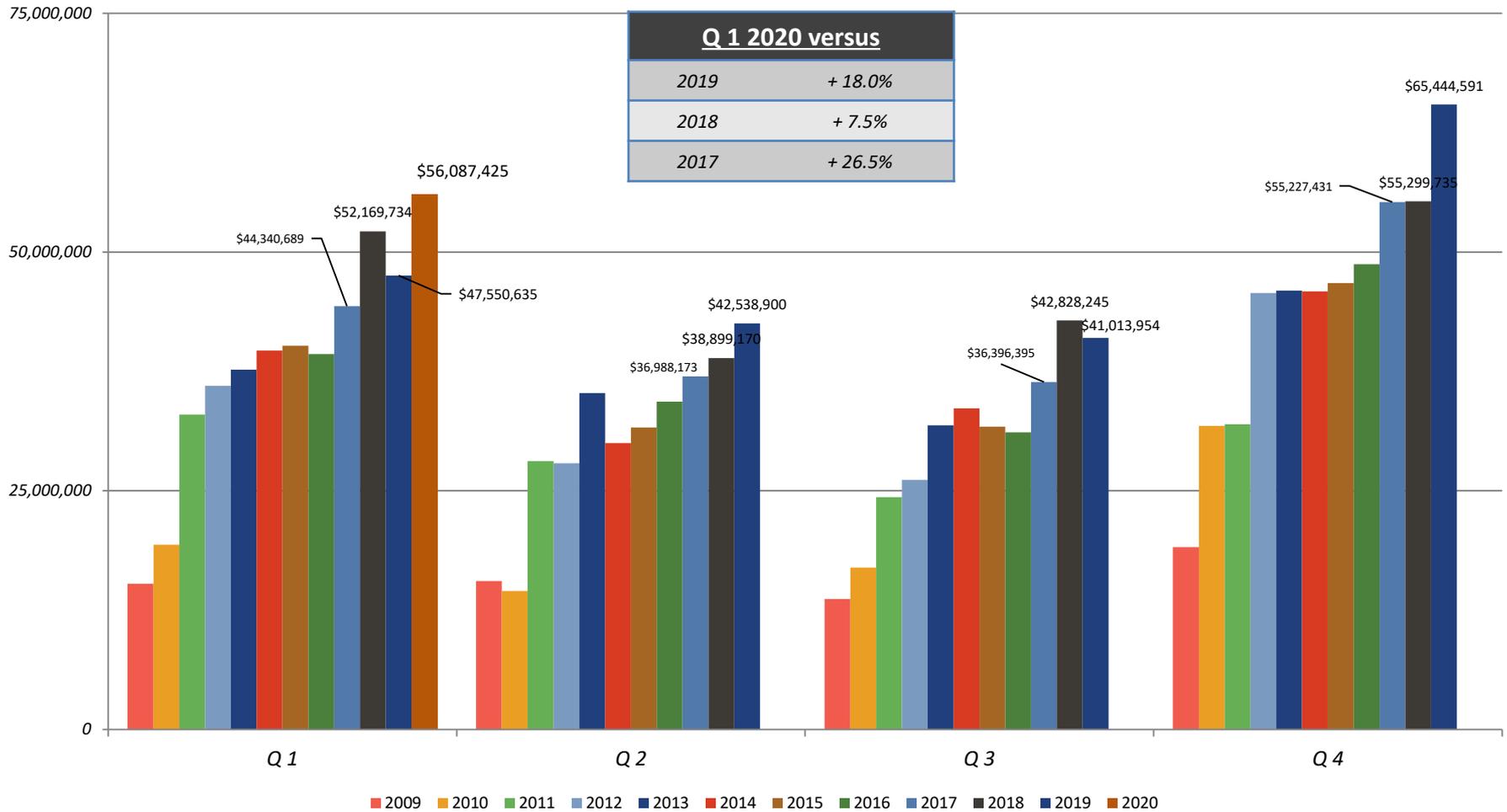
Calendar Year End



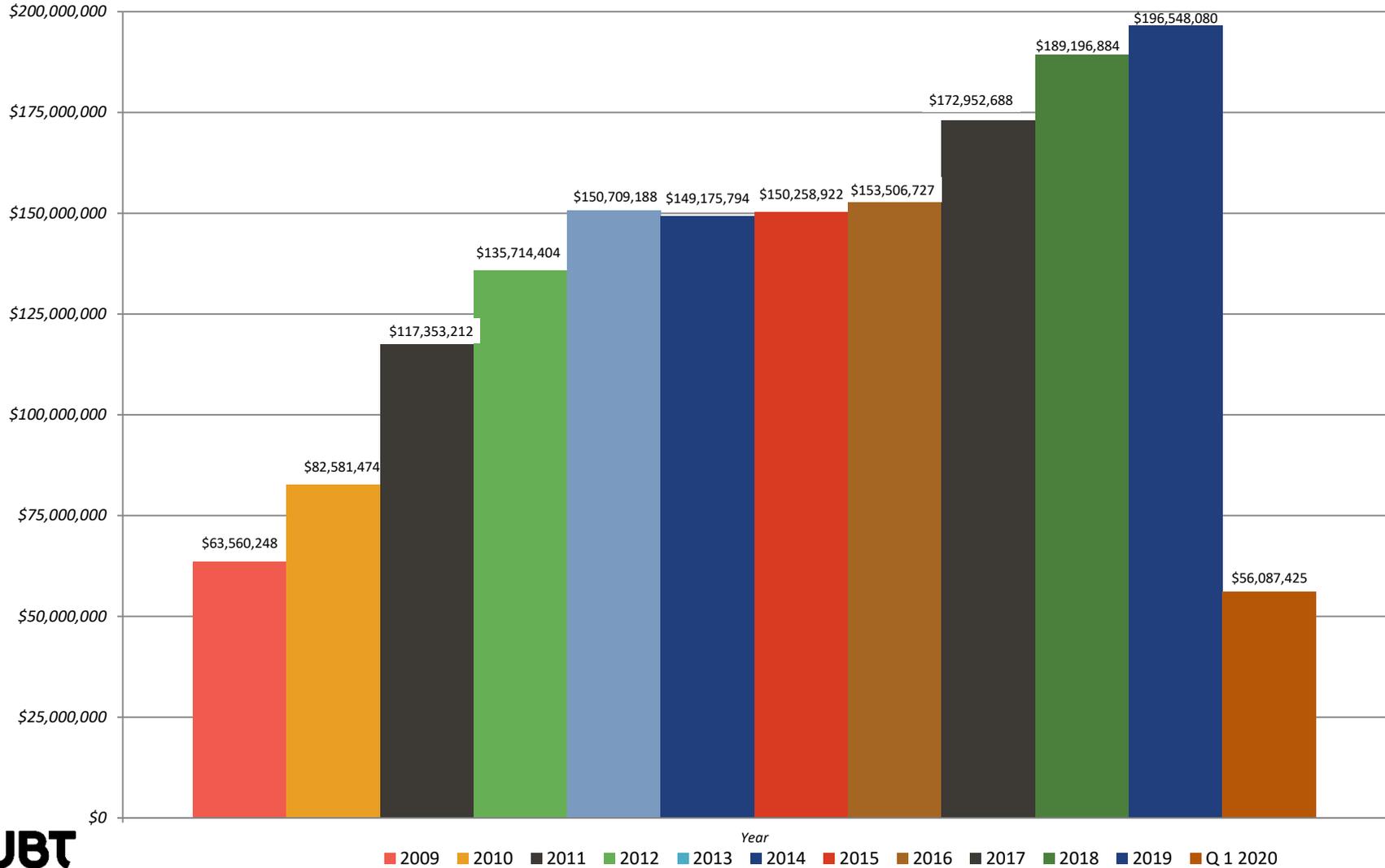
Total Contributions



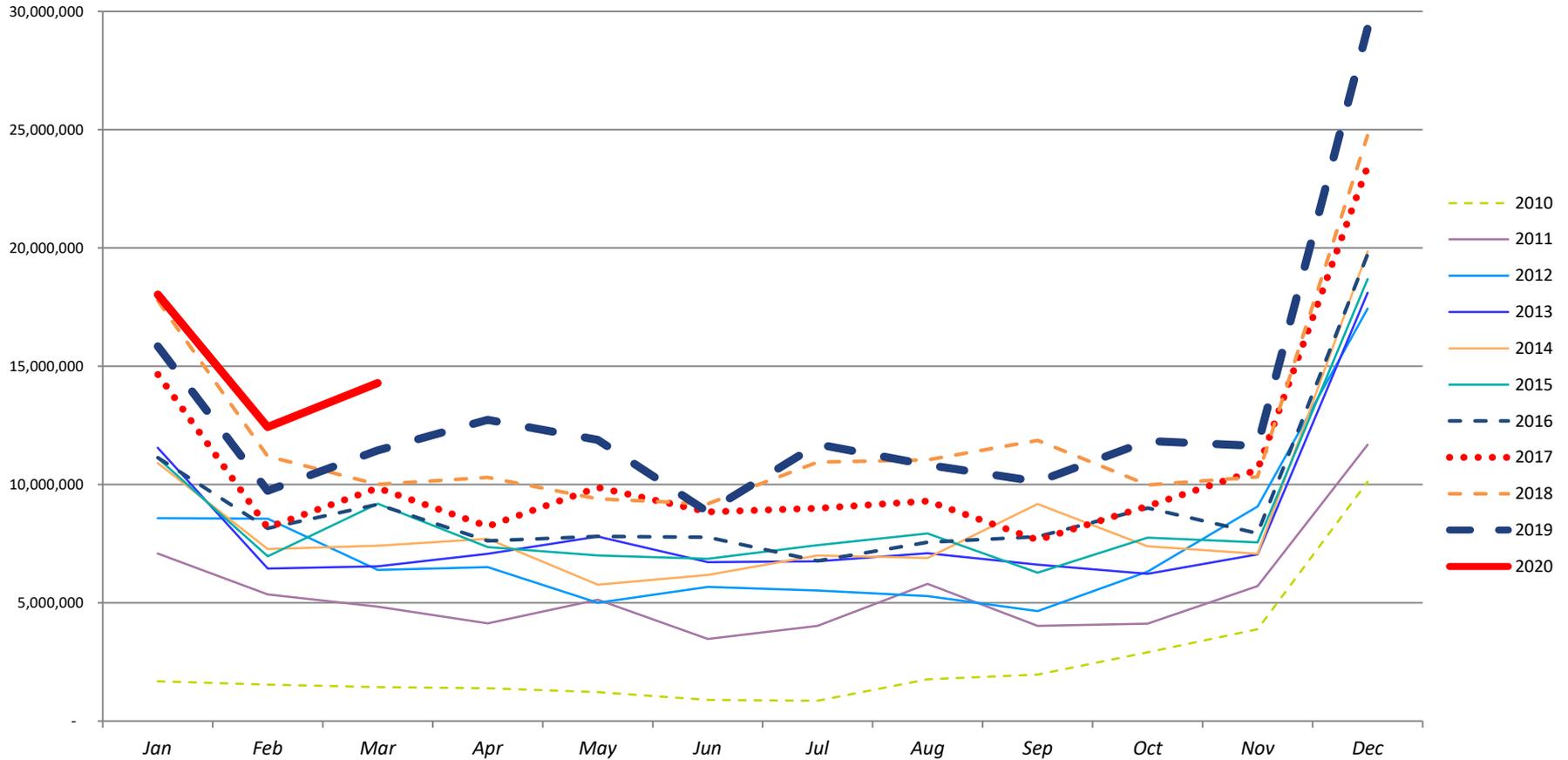
Total Contributions by quarter (2010 – 2020)



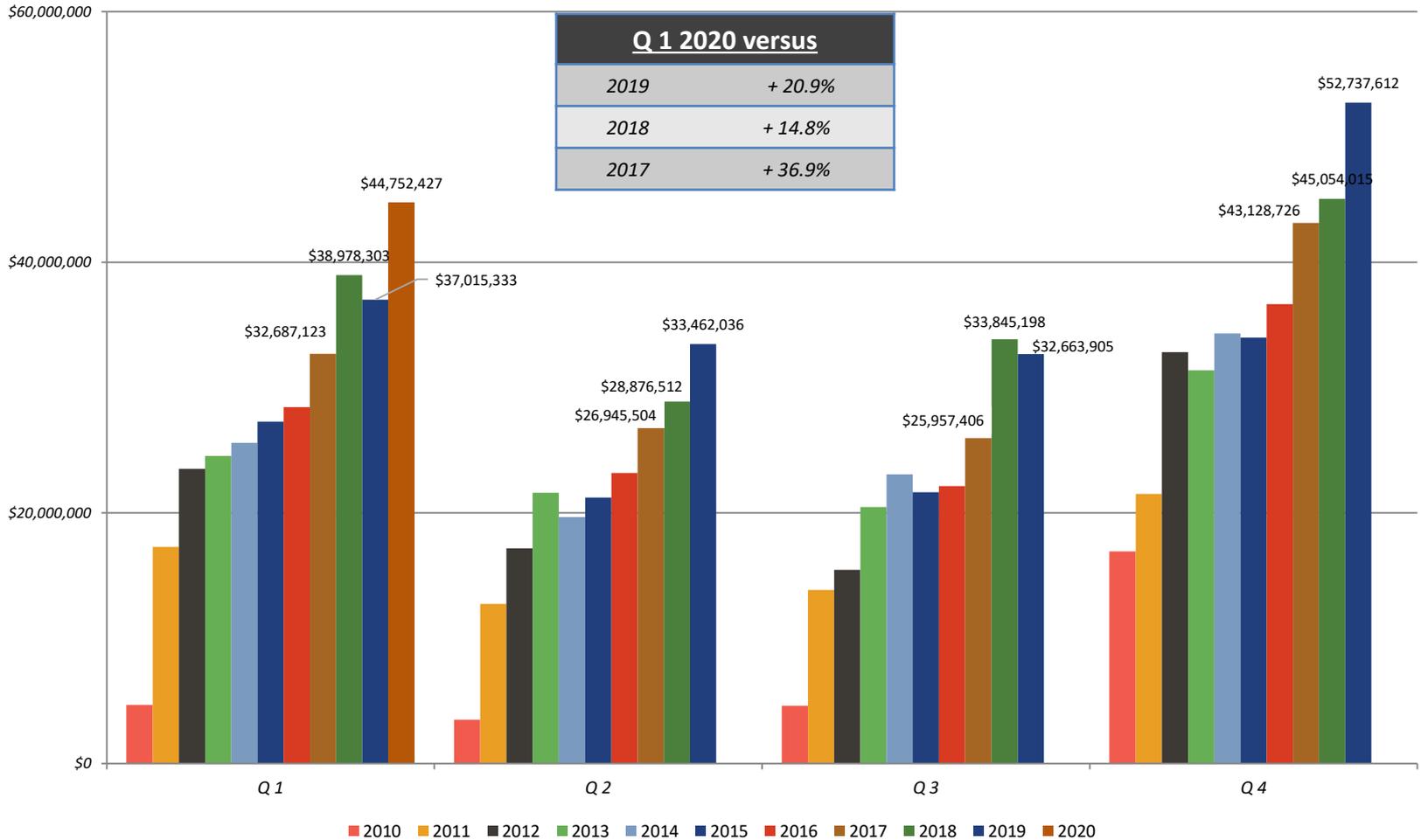
Total Contributions by Calendar Year (2010 – 2020)



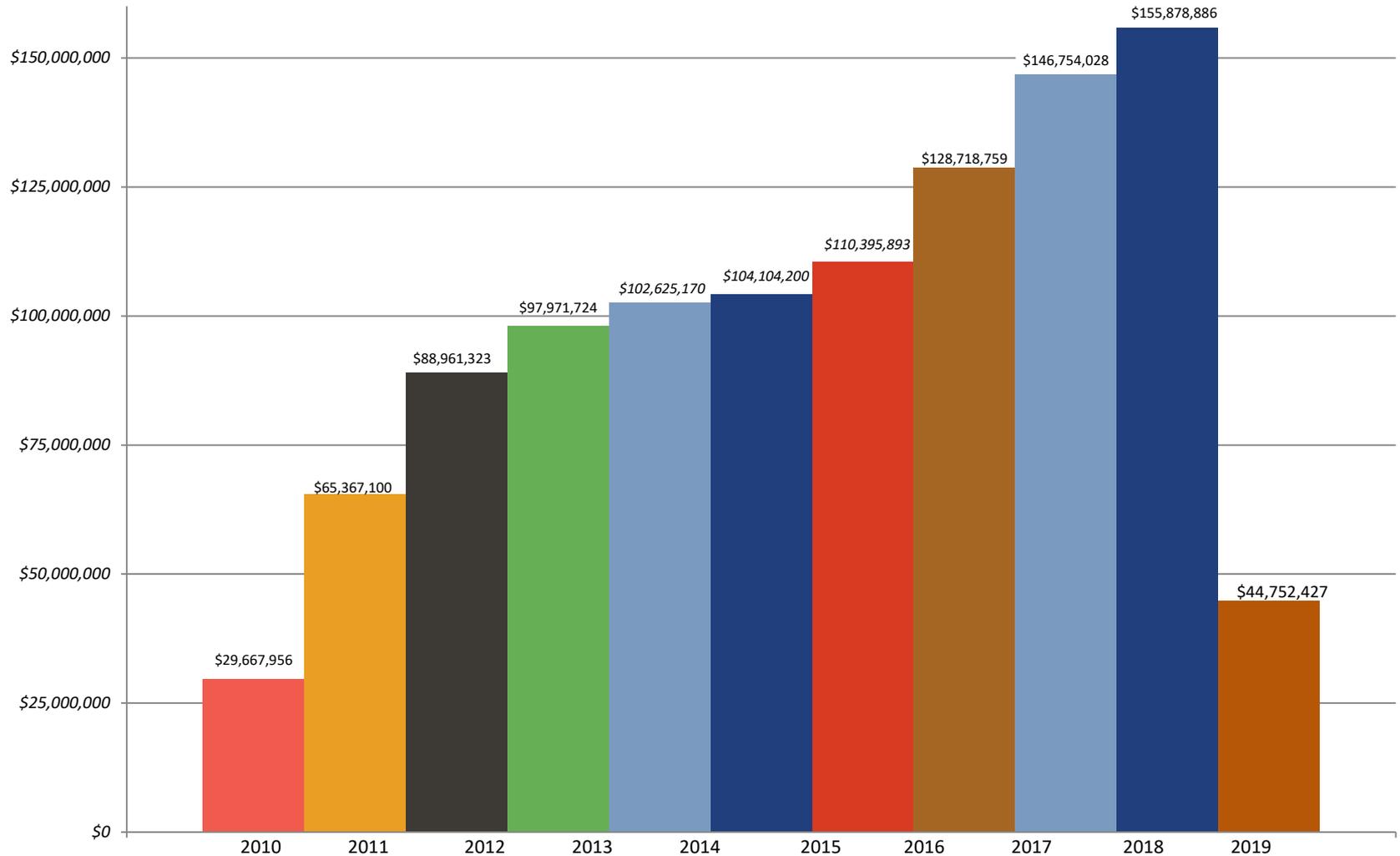
Alabama Contributions



Alabama Contributions by quarter (2010 - 2020)



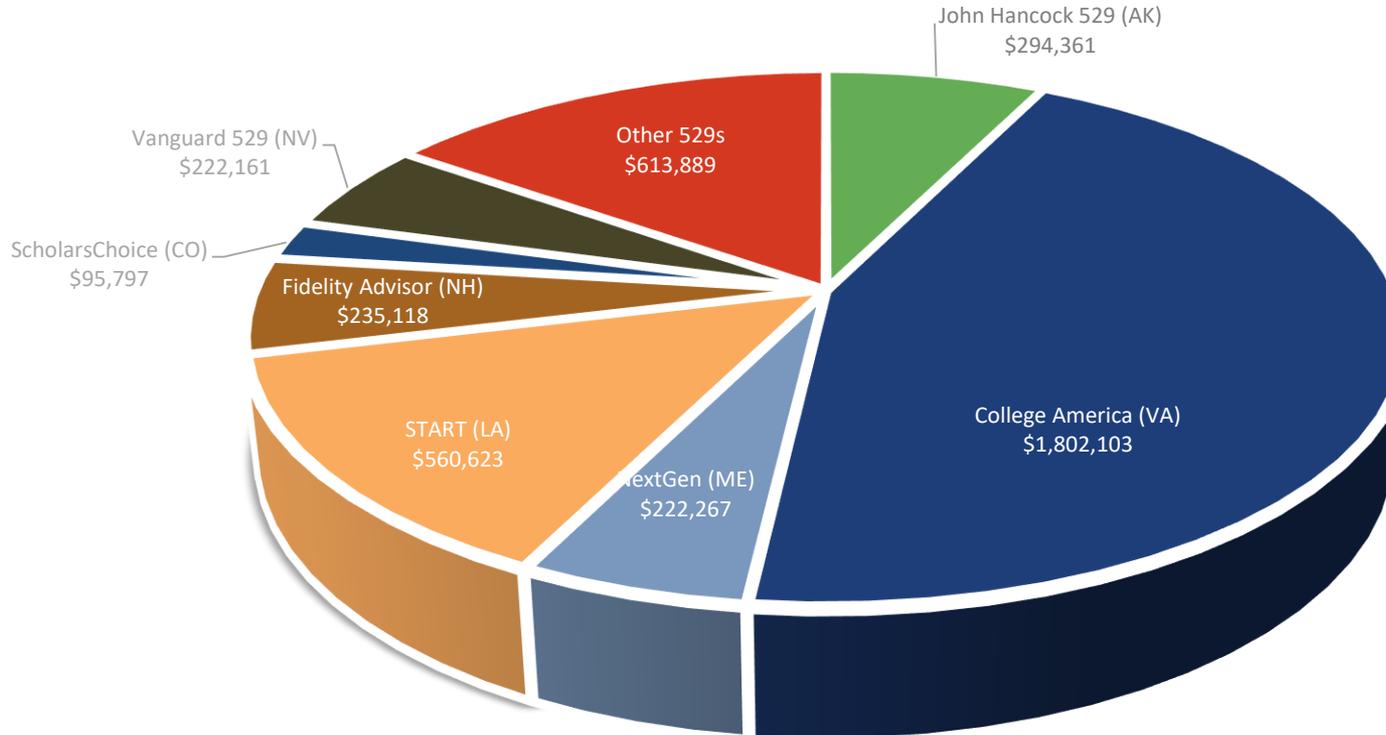
Alabama Contributions by Calendar Year (2010 - 2020)



YTD Advisor Plan "Rollovers In"

	<u>Number</u>	<u>versus 2019 CY</u>	<u>\$ Amount</u>	<u>versus 2019 CY</u>
CY 2019	884	19.5%	\$18.7 mil	21.6%

Rollover Contributions (\$4.05 mil)

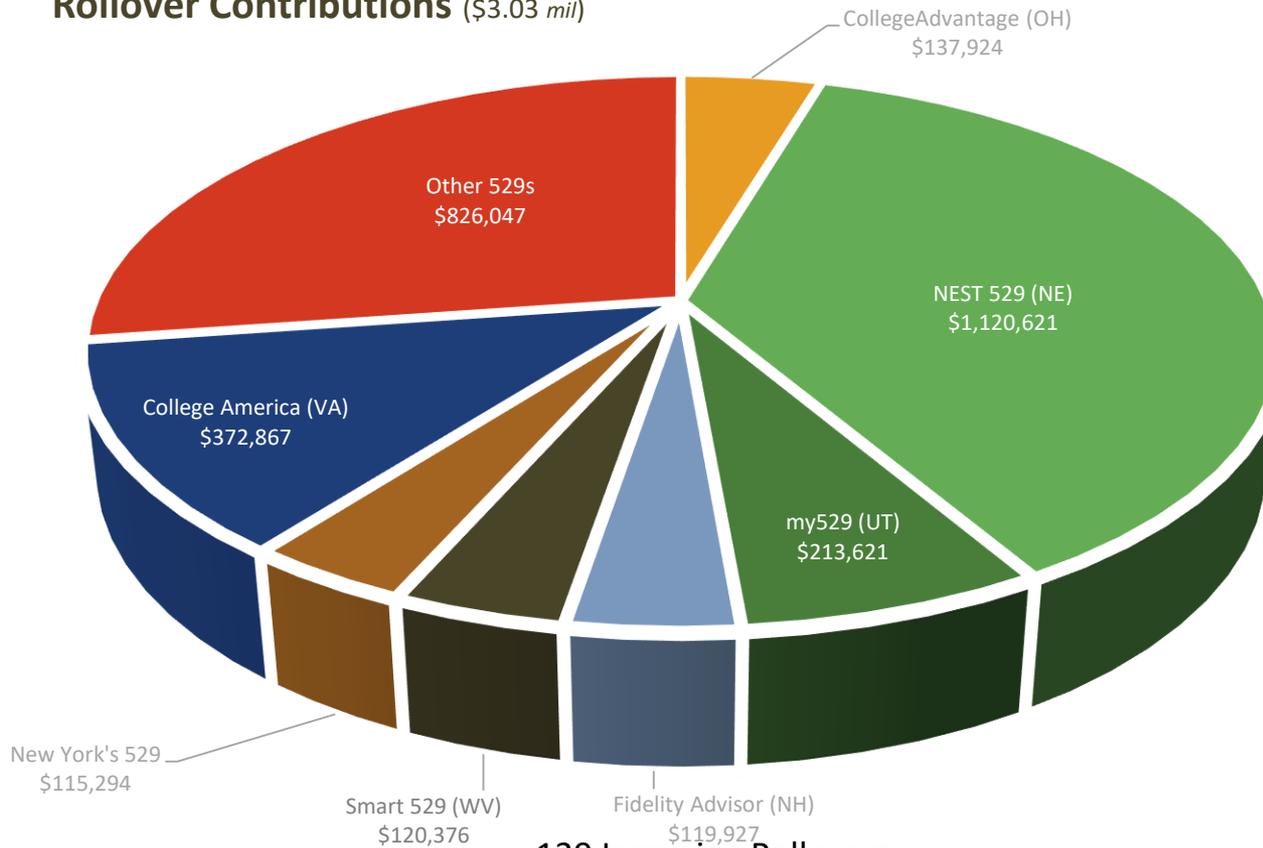


172 Incoming Rollovers
Average Rollover = \$23,525

YTD Direct Plan "Rollovers In"

	<u>Number</u>	<u>versus 2019 CY</u>	<u>\$ Amount</u>	<u>versus 2019 CY</u>
CY 2019	626	22.2%	\$11.13 mil	27.2%

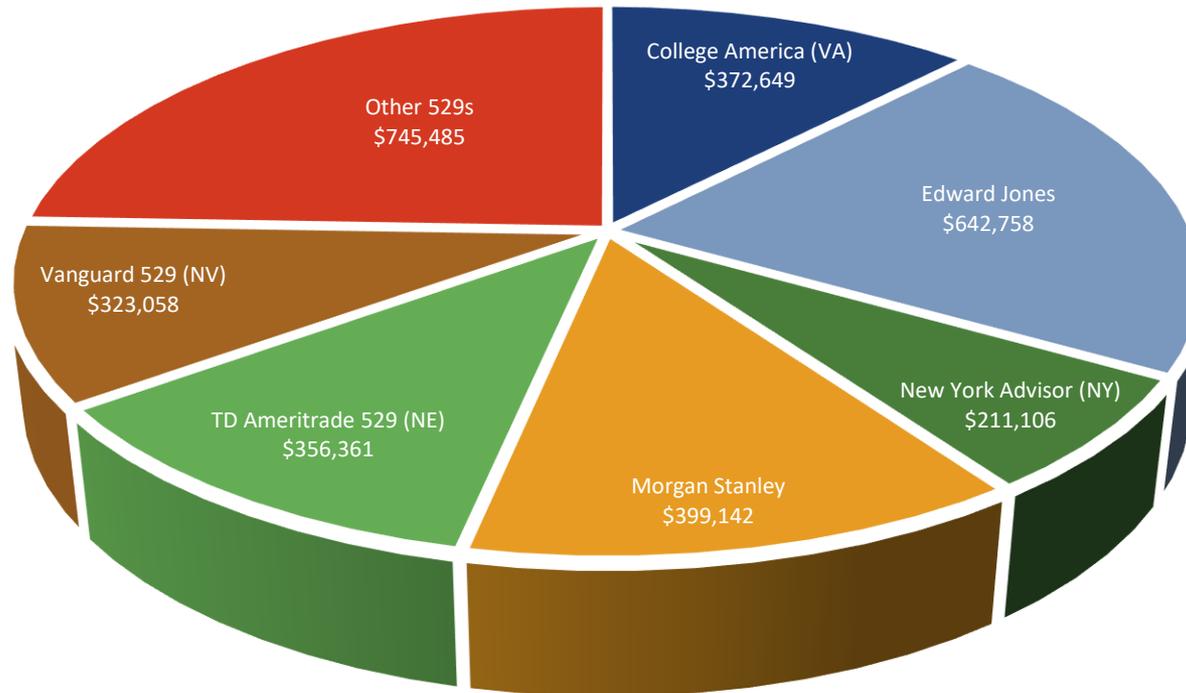
Rollover Contributions (\$3.03 mil)



139 Incoming Rollovers
Average Rollover = \$21,775

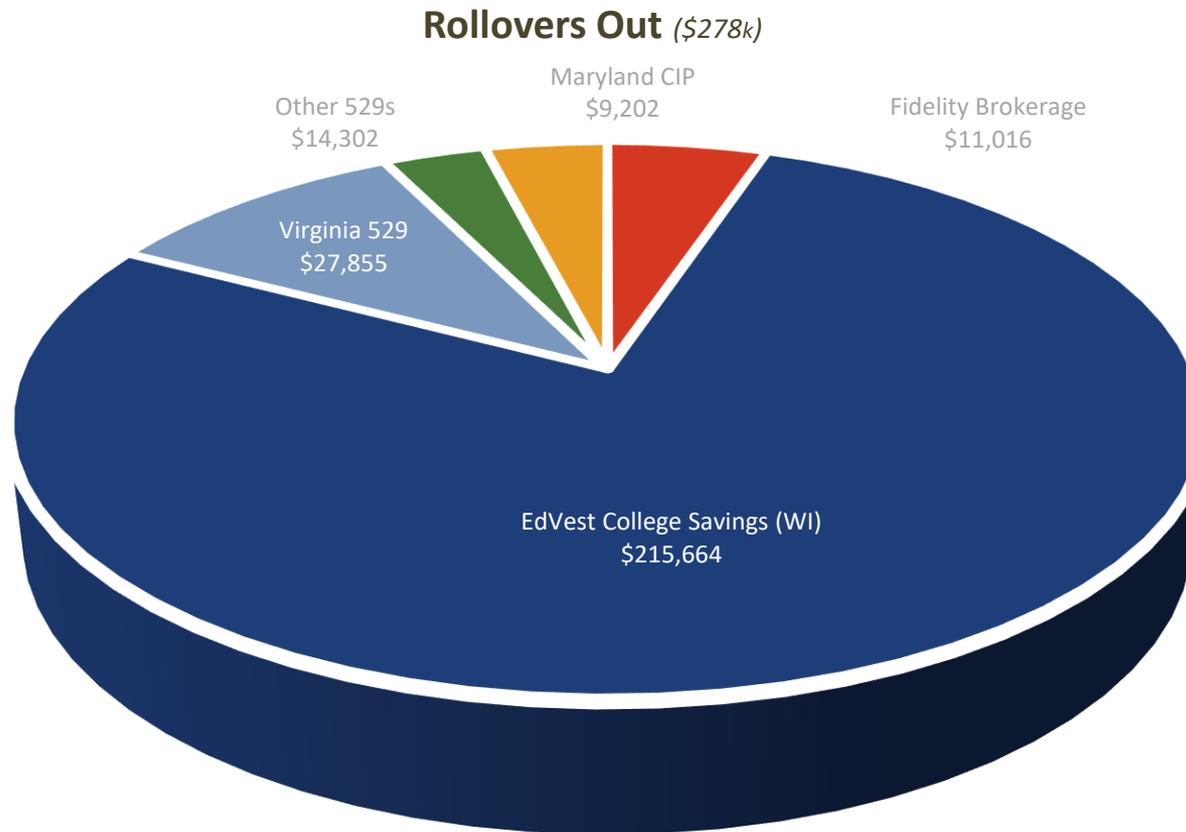
"Rollovers Out" YTD Advisor Plan

529 Rollovers Out (\$3.05 mil)



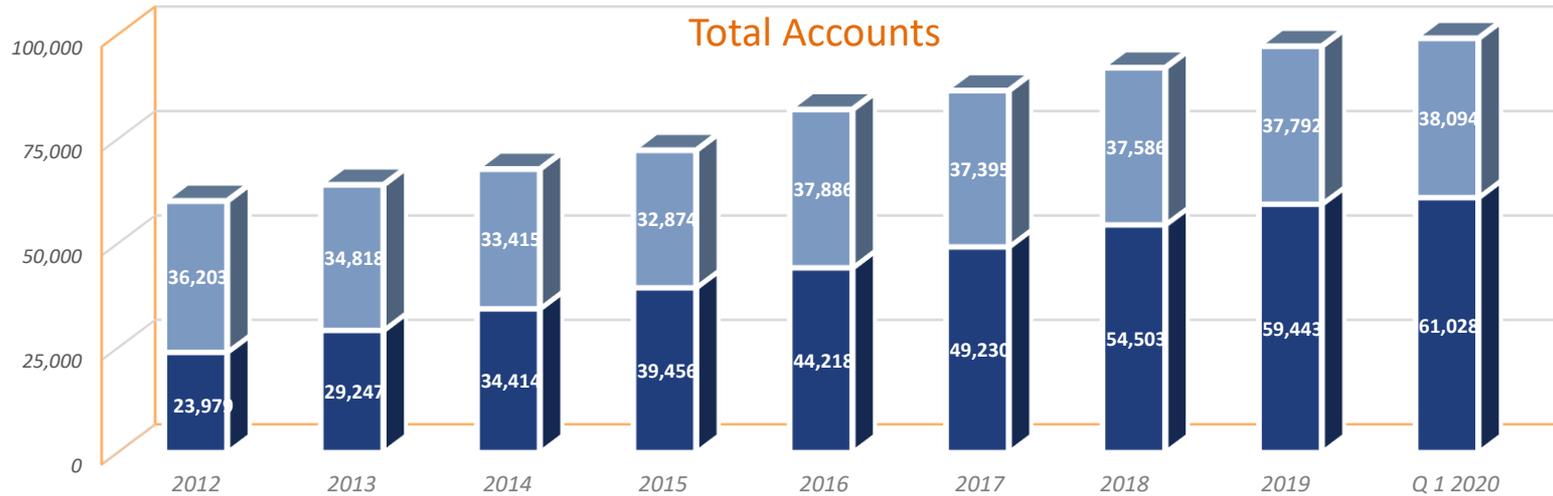
17.4% rolled to a Direct Plan
8.6% to home state for tax deduction

"Rollovers Out" YTD Direct Plan

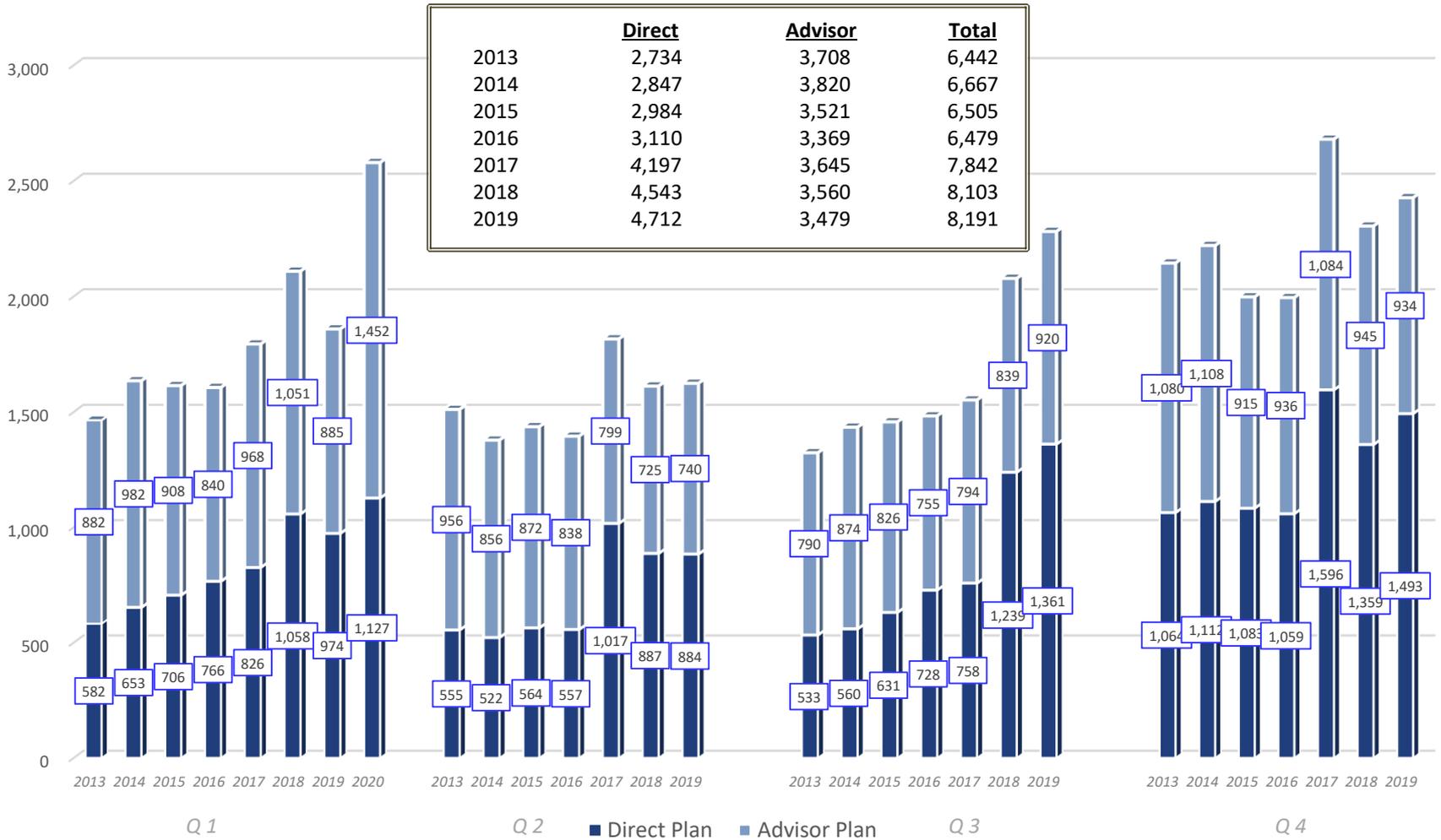


*14.0% rolled to an Advisor Plan
93.1% to home state for tax deduction*

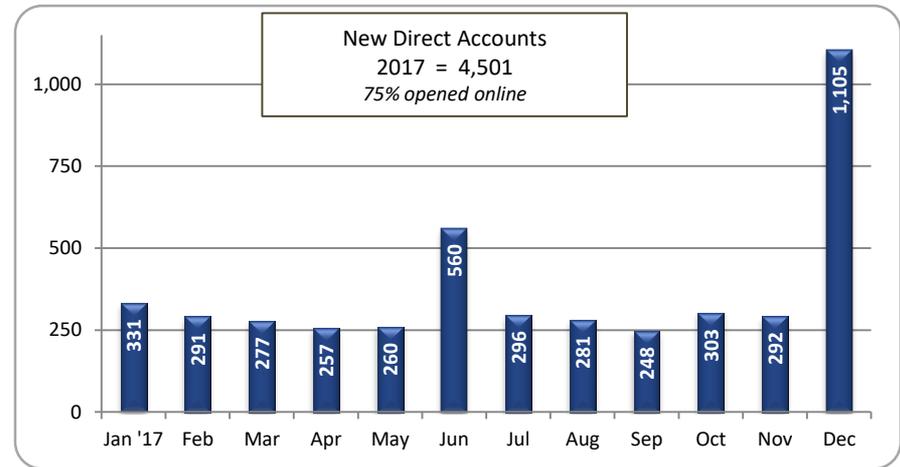
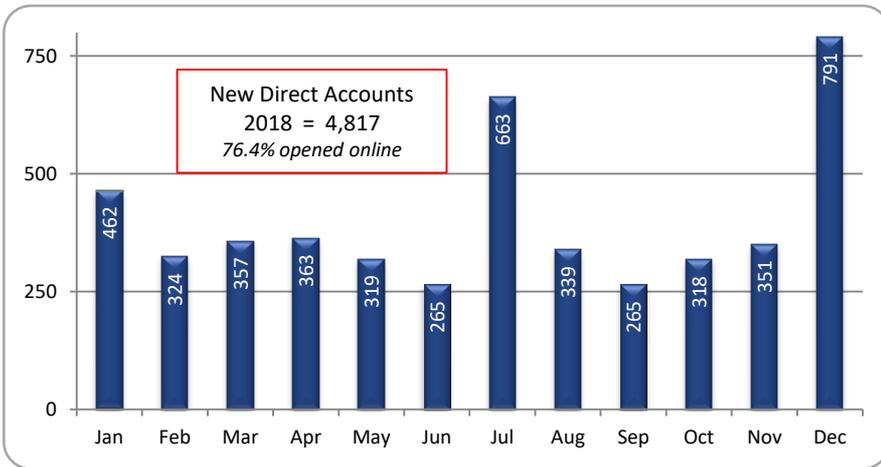
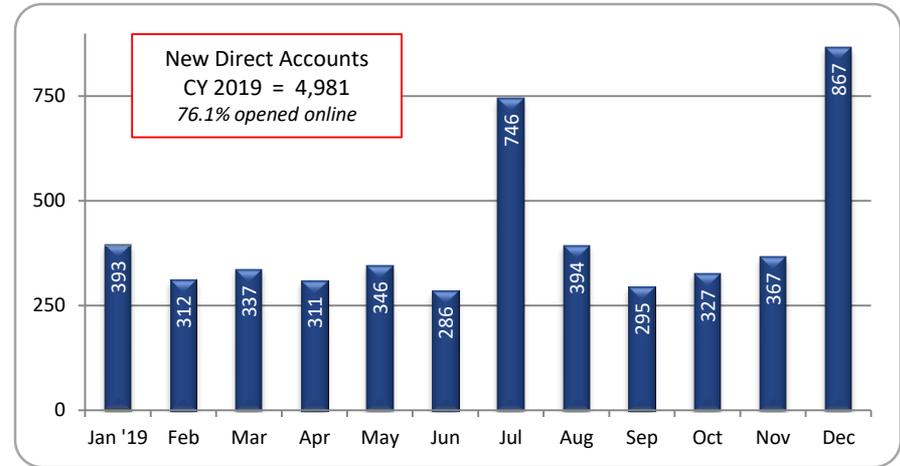
Accounts (calendar year)



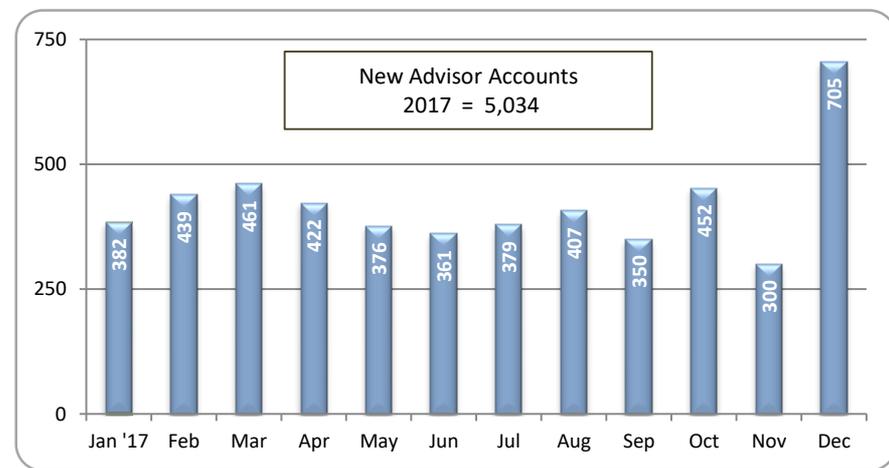
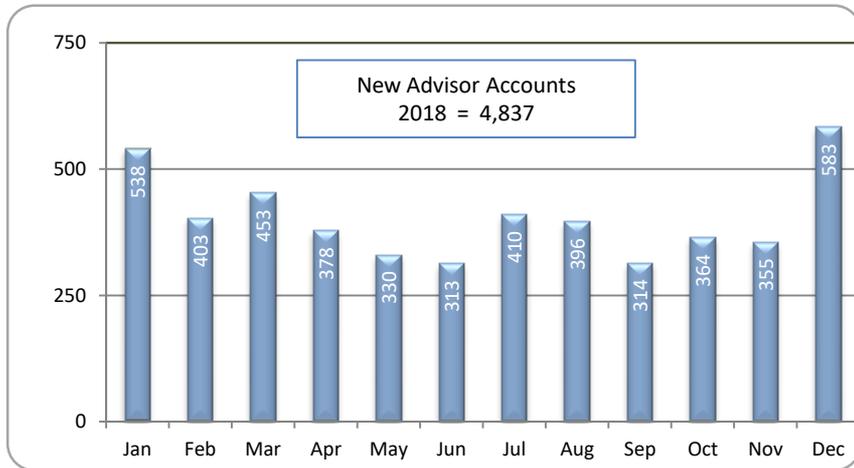
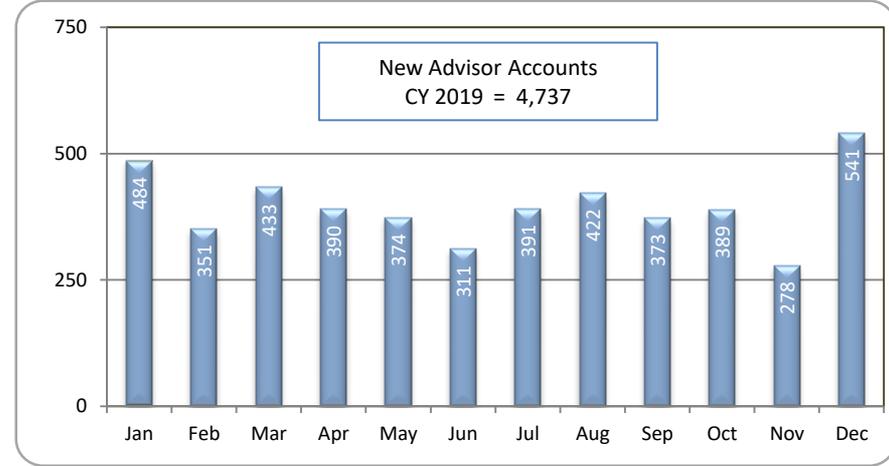
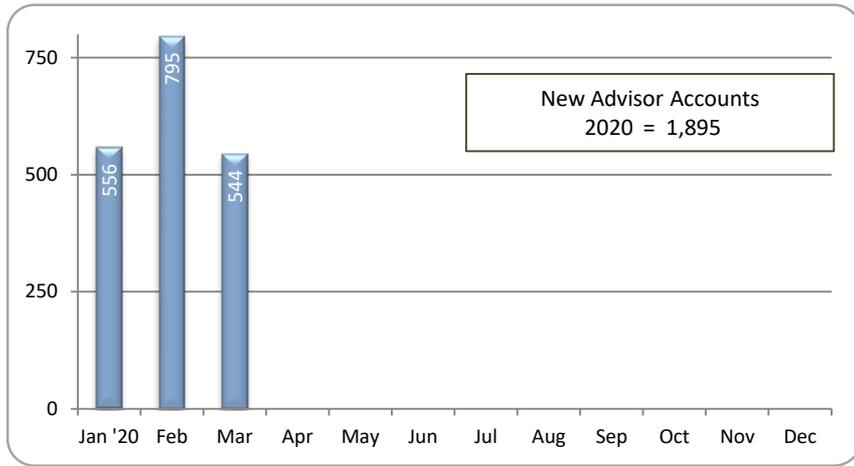
New Alabama Accounts - by quarter



New Direct Accounts *by month*

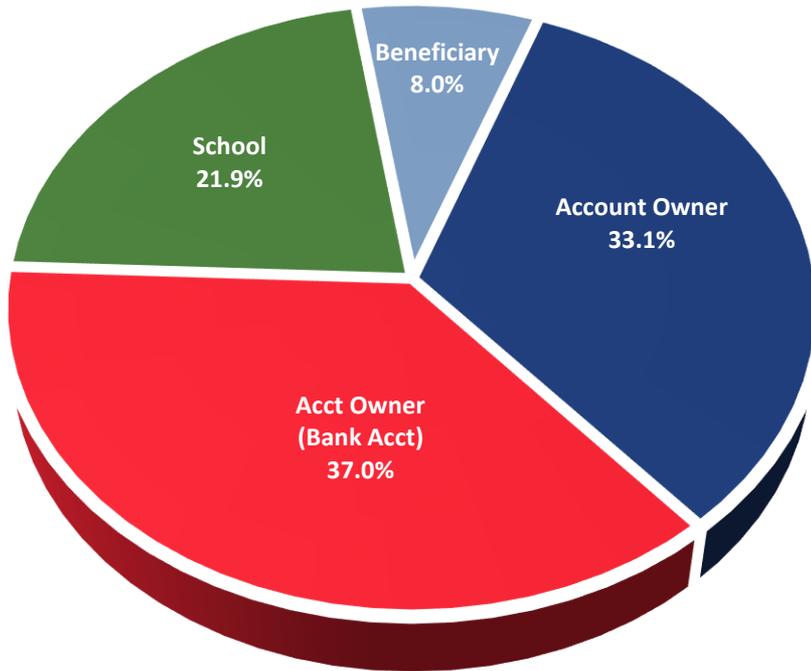


New Advisor Accounts *by month*

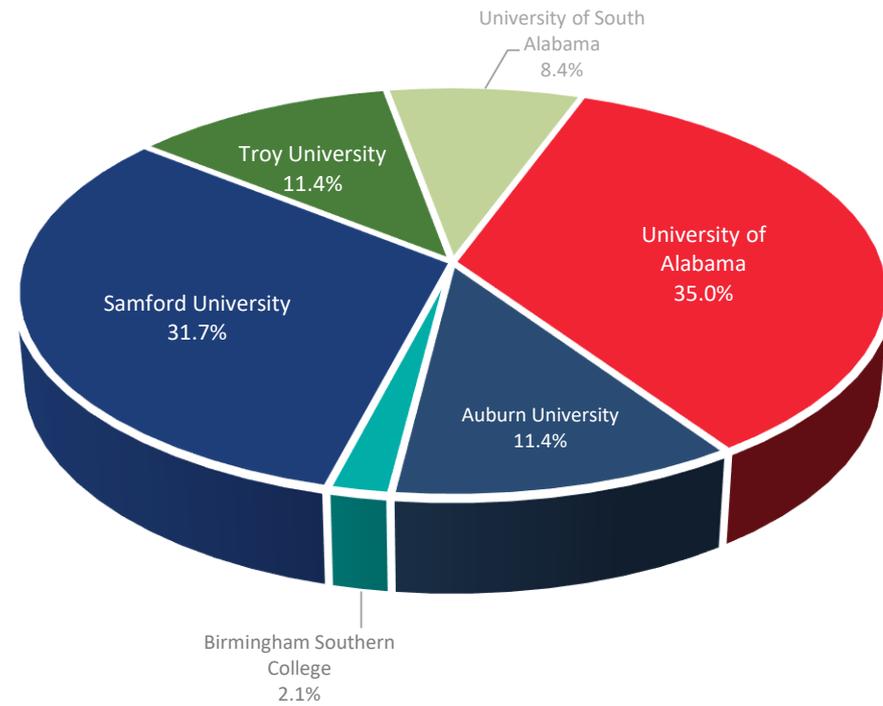


Q 1 2020 Withdrawal Activity

Q 1 Withdrawals (\$29.2 mil)



Withdrawals Paid Direct to College (\$1.43 mil)



Largest Broker Dealers

Largest Broker Dealers

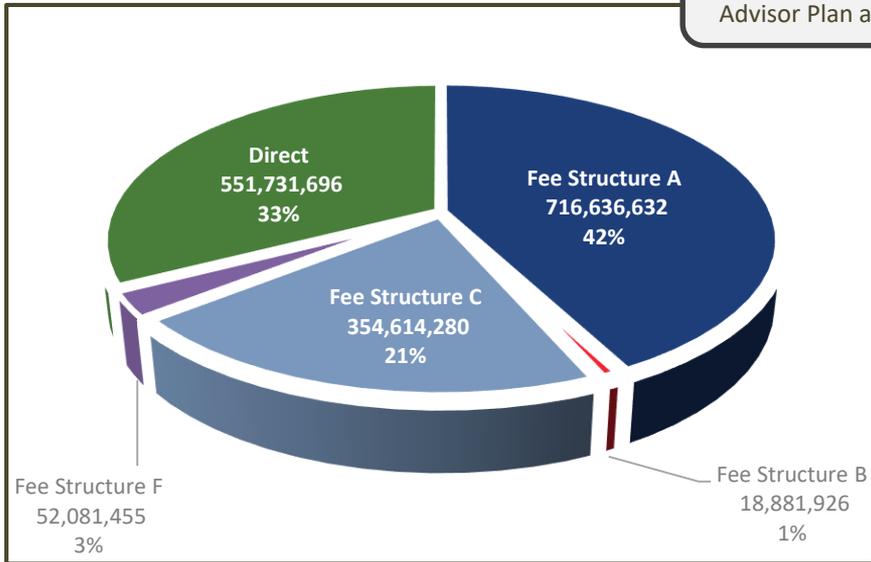
- 1) Morgan Stanley
- 2) Edward Jones & Co.
- 3) Raymond James (*Associates & Financial Services*)
- 4) LPL Financial Corp.
- 5) Wells Fargo Advisors

Largest Broker Dealers (Alabama)

- 1) Edward Jones & Co
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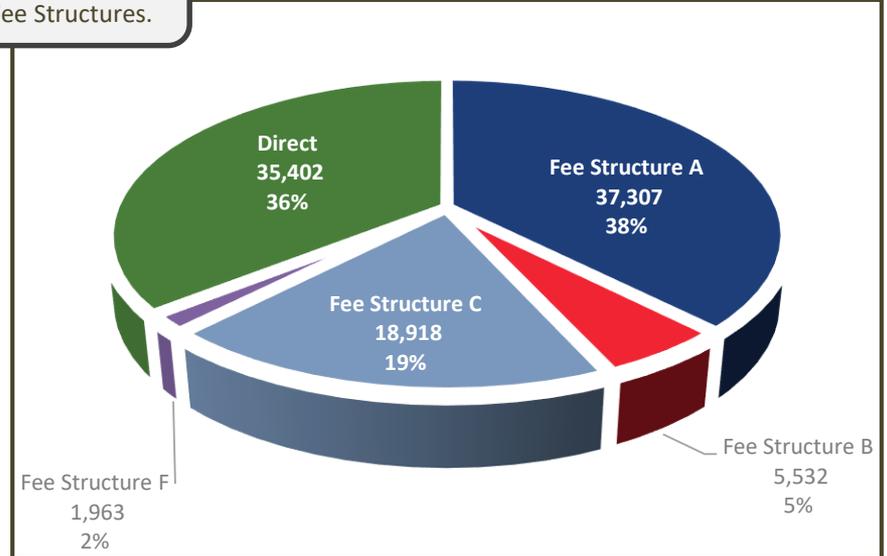
Market Value and Accounts – by Fee Structure

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*	State 529 Plan Assets*	CollegeCounts as a % of In-State Plan Assets (as of Dec 31)	Population
1 Alabama	\$1.006 <i>bil</i>	59.4%			4.9 <i>mil</i>
2 California	\$150.5 <i>mil</i>	8.9%	\$9.881 <i>bil</i>	1.8%	39.6 <i>mil</i>
3 Texas	\$79.9 <i>mil</i>	4.7%	\$805 <i>mil</i>	11.5%	28.7 <i>mil</i>
4 New Jersey	\$40.1 <i>mil</i>	2.4%	\$5.858 <i>bil</i>	0.8%	8.9 <i>mil</i>
5 Florida	\$39.6 <i>mil</i>	2.3%	\$731 <i>mil</i>	6.2%	21.3 <i>mil</i>
6 Pennsylvania	\$30.4 <i>mil</i>	1.8%	\$3.311 <i>bil</i>	1.0%	12.8 <i>mil</i>
7 Massachusetts	\$24.0 <i>mil</i>	1.4%	\$6.742 <i>bil</i>	0.4%	6.9 <i>mil</i>
8 Georgia	\$22.4 <i>mil</i>	1.3%	\$3.329 <i>mil</i>	0.8%	10.5 <i>mil</i>
9 Tennessee	\$20.9 <i>mil</i>	1.2%	\$159 <i>mil</i>	13.1%	6.8 <i>mil</i>
10 Minnesota	\$20.1 <i>mil</i>	1.2%	\$1.561 <i>mil</i>	1.5%	5.6 <i>mil</i>

* Source: Strategic Insight and other industry reports as of December 31, 2019

Market Value and Accounts – by County

(10 largest Alabama counties by # of accounts)

County	Mar 31, 2020 Accounts	Dec 31, 2019 Accounts	Q 1 2020 Growth	% of AL Accts	Assets (mil)	% of AL Assets
1) Jefferson	15,266	14,862	2.7%	25.0%	\$324.884	32.3%
2) Madison	9,499	9,261	2.6%	15.6%	\$143.383	14.2%
3) Shelby	5,971	5,799	3.0%	9.8%	\$98.448	9.8%
4) Baldwin	3,227	3,157	2.2%	5.3%	\$48.567	4.8%
5) Mobile	3,040	2,950	3.1%	5.0%	\$50.126	5.0%
6) Lee	2,814	2,733	3.0%	4.6%	\$41.142	4.1%
7) Tuscaloosa	2,580	2,507	2.9%	4.2%	\$43.206	4.3%
8) Montgomery	2,248	2,223	1.1%	3.7%	\$51.382	5.1%
9) Limestone	1,681	1,608	4.5%	2.8%	\$20.431	2.0%
10) Morgan	<u>1,476</u>	<u>1,437</u>	2.7%	2.4%	\$18.378	1.8%
Totals	47,802	46,537	+ 2.7%	78%	\$839.947	83%

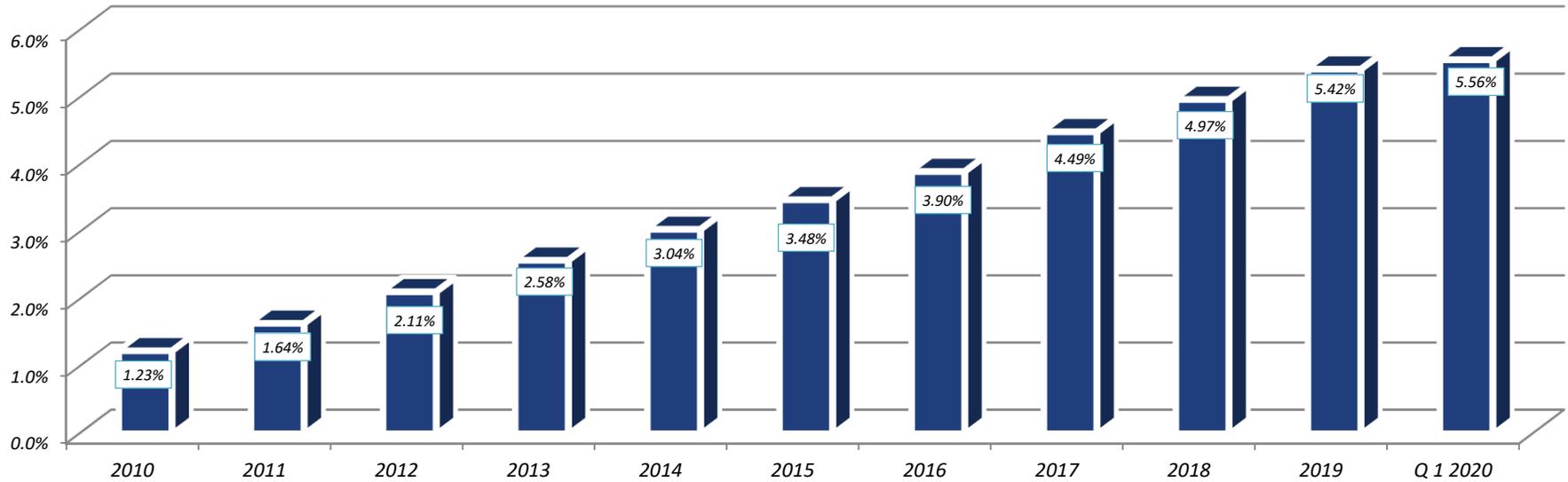
In-State "Success Rate"

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.

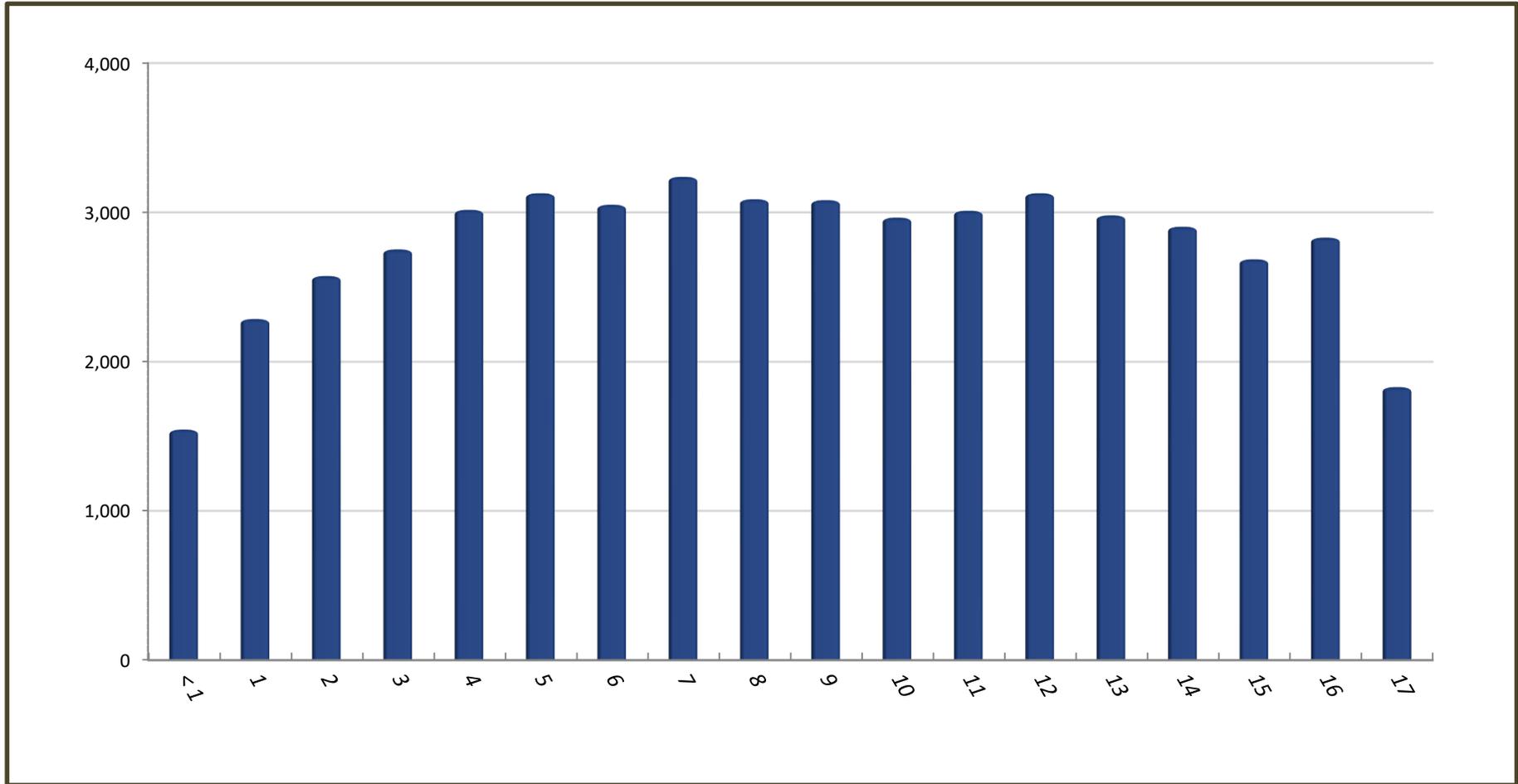
	<u>U.S. Census 2010</u>	<u>2016 Census Fact Finder</u>
Alabama Population*	4,779,736	4,863,300
Population under age 18*	1,132,459	1,096,823
Accounts with an Alabama Owner	61,028	61,028
In-State "Success Rate"	5.39%	5.56%

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

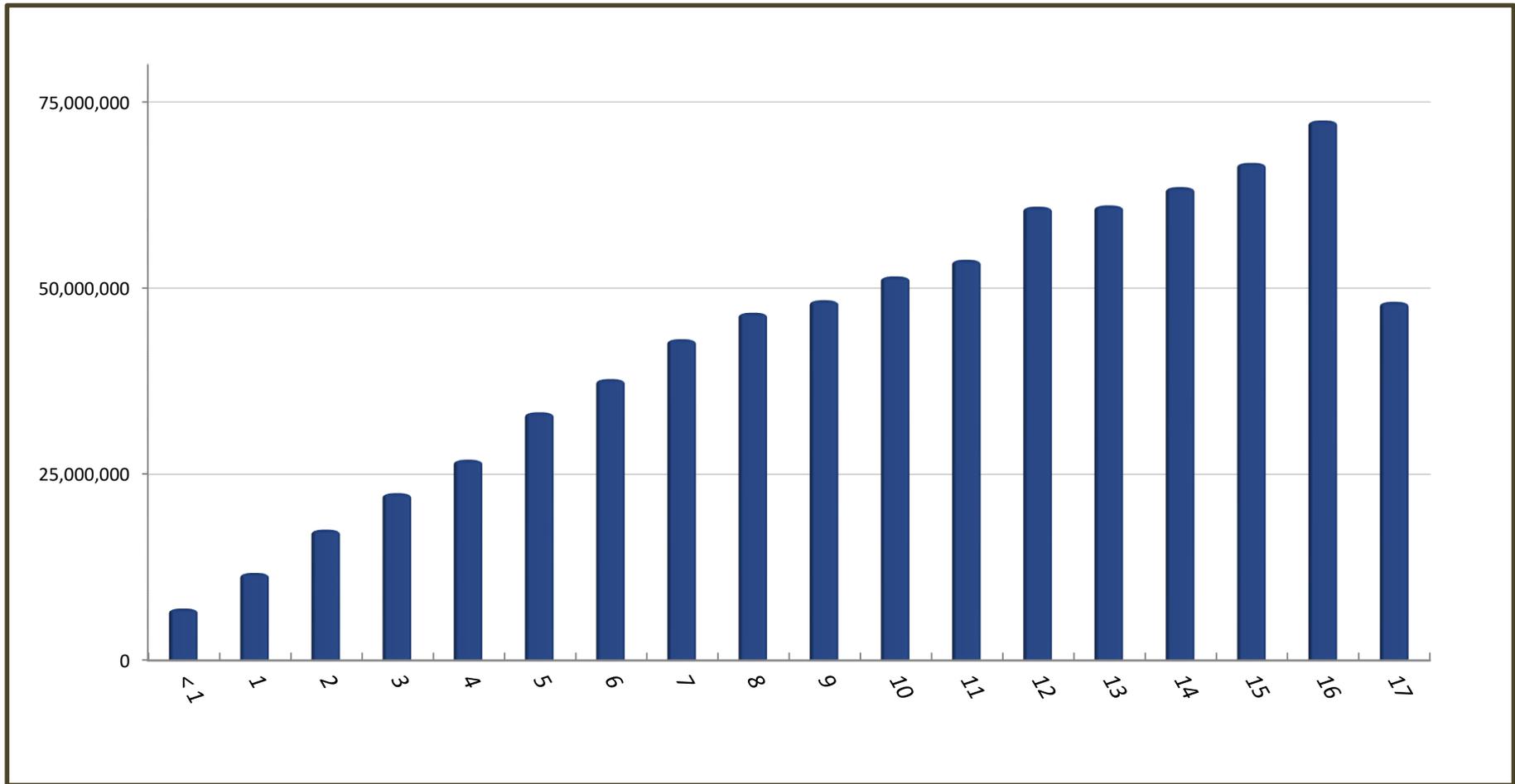
Calendar Year End



Alabama Accounts - *based on beneficiary age*



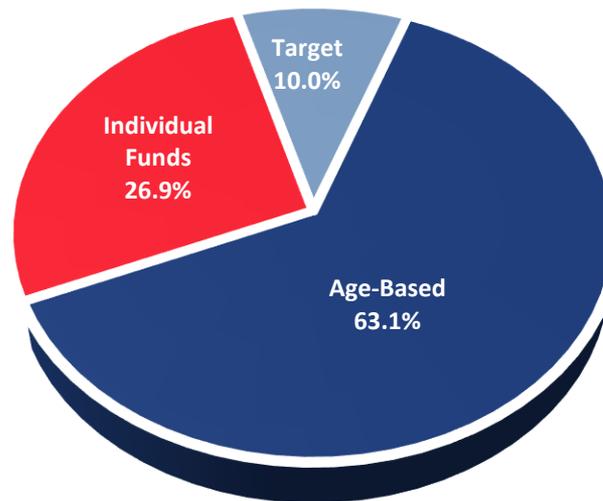
Alabama Assets - based on beneficiary age



Portfolio Assets by Market Value

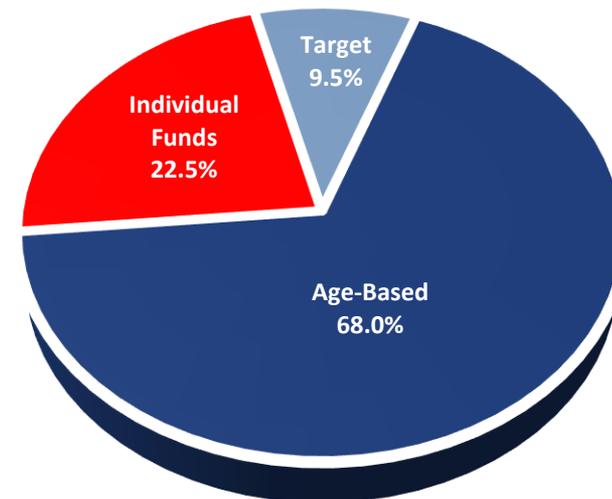
The Direct Plan offers investors:

- 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

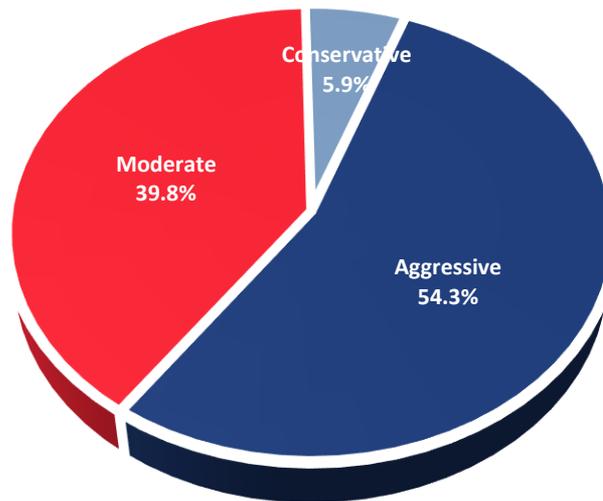


Age-Based Tracks

Direct Plan

68.3% of investors utilize the 3 Age-Based Tracks

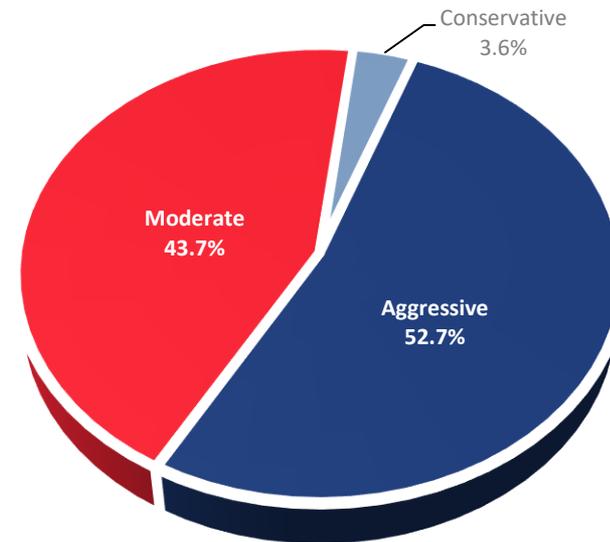
- Aggressive Track → 12,147 accounts and \$186.6 mil
- Moderate Track → 8,910 accounts and \$141.8 mil
- Conservative Track → 1,319 accounts and \$19.8 mil



Advisor Plan

72.3% of investors utilize the 3 Age-Based Tracks

- Aggressive Track → 21,720 accounts and \$406.7 mil
- Moderate Track → 18,029 accounts and \$337.2 mil
- Conservative Track → 1,484 accounts and \$32.7 mil



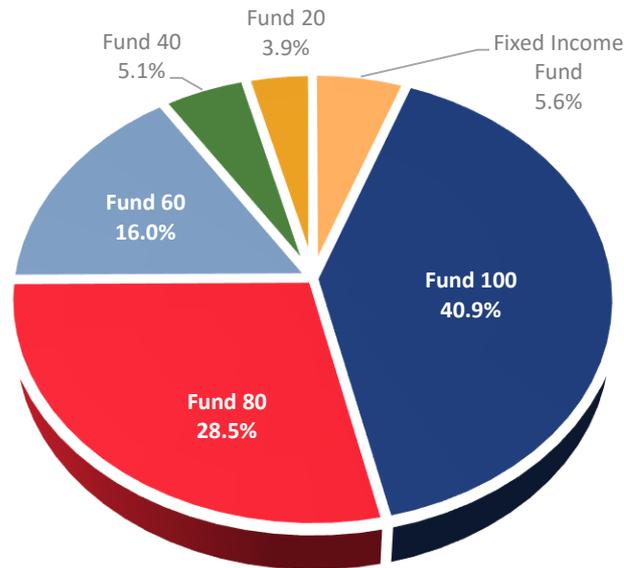
Based on number of accounts

Target Portfolios

Direct Plan

The 6 Target Portfolios are utilized by 8.1% of investors

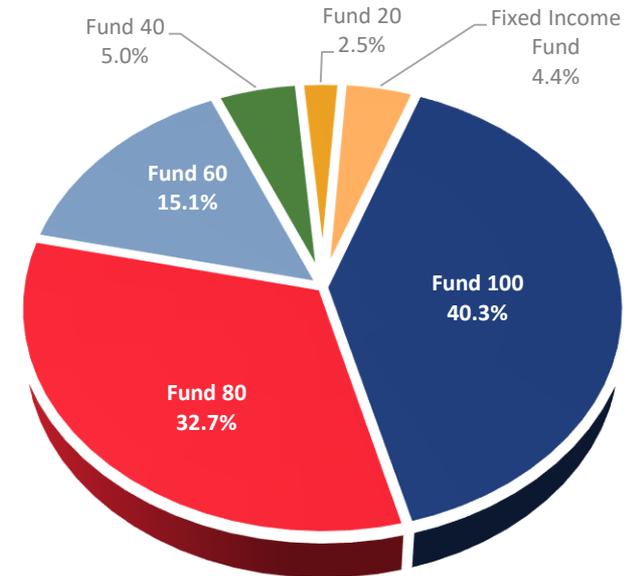
- Fund 80 & 100 → 1,846 accounts and \$38.6 mil
- Fund 40 & 60 → 562 accounts and \$12.2 mil
- Fixed Income & Fund 20 → 254 accounts and \$4.5 mil



Advisor Plan

The 6 Target Portfolios are utilized by 8.5% of investors

- Fund 80 & 100 → 3,533 accounts and \$76.1 mil
- Fund 40 & 60 → 972 accounts and \$26.1 mil
- Fixed Income & Fund 20 → 336 accounts and \$6.3 mil

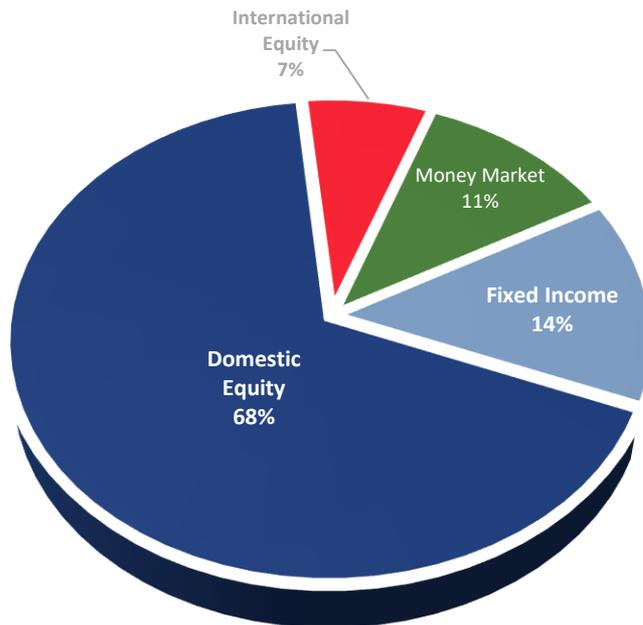


Based on number of accounts

Individual Fund Portfolios

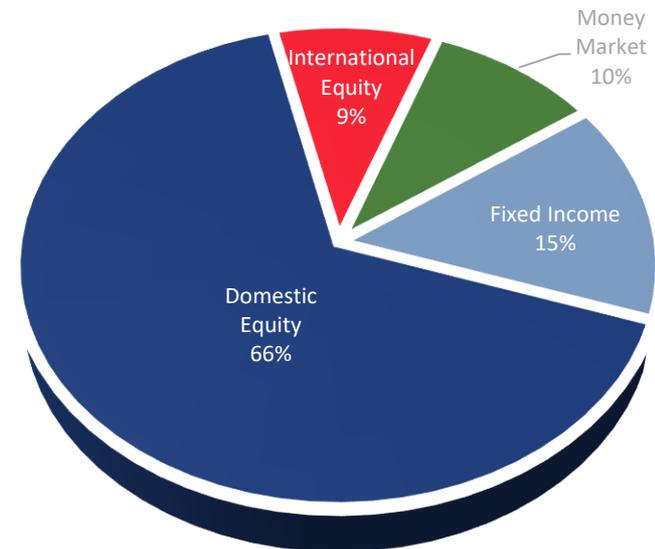
Direct Plan

The 25 Individual Fund Portfolios are utilized by 23.5% of investors (26.9% of assets) (average # of individual fund portfolios utilized = 3.0)



Advisor Plan

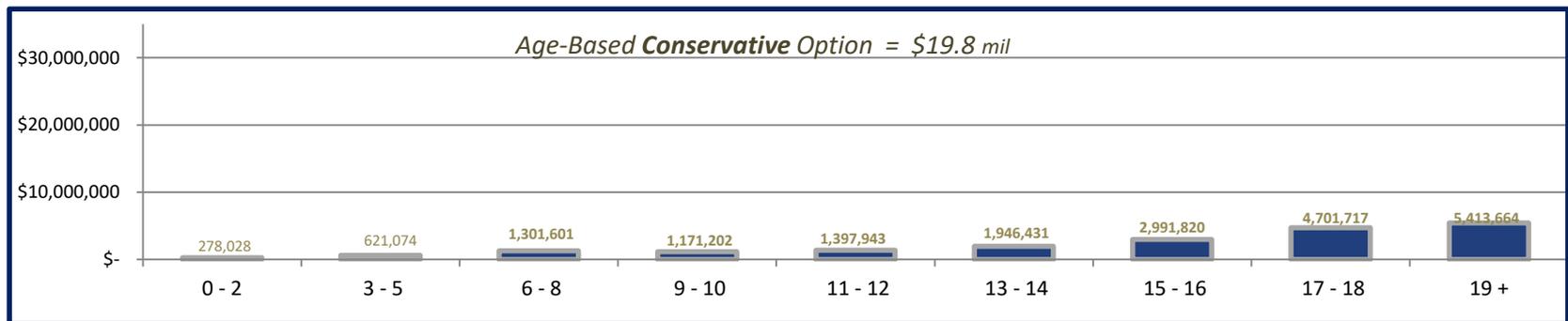
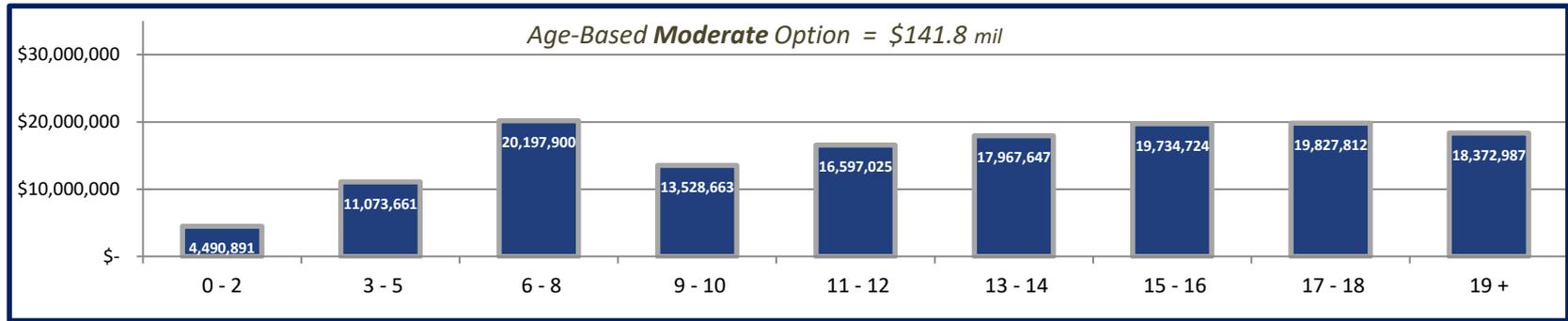
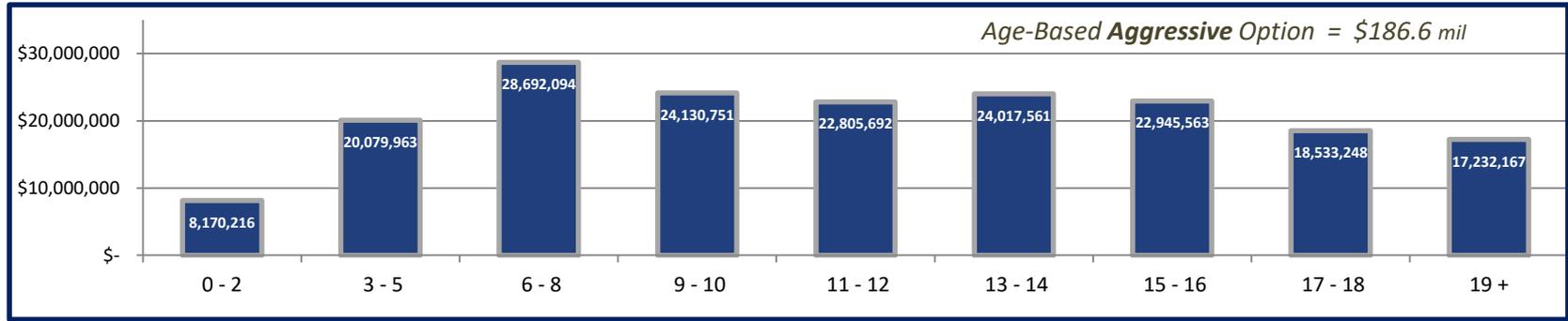
The 25 Individual Fund Portfolios are utilized by 19.2% of investors (22.5% of assets) (average # of individual fund portfolios utilized = 4.8)



Based on market value

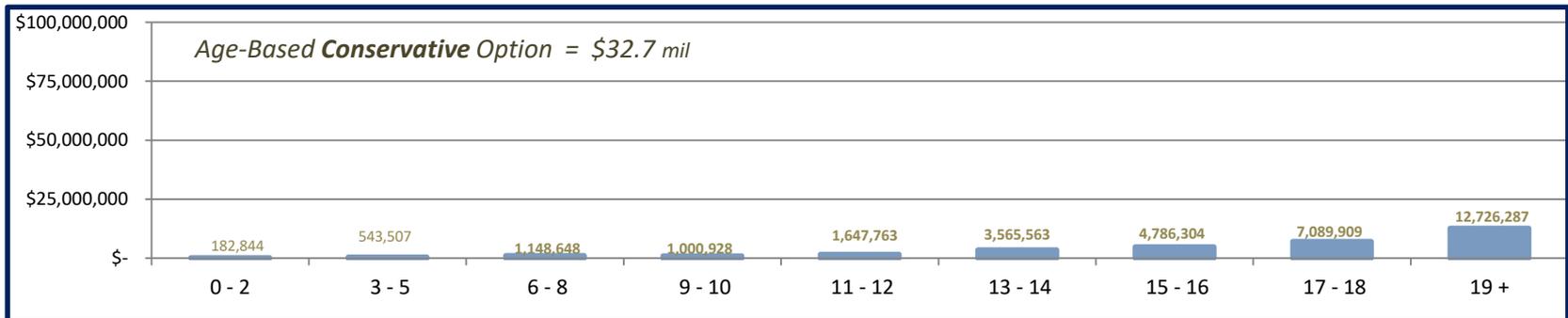
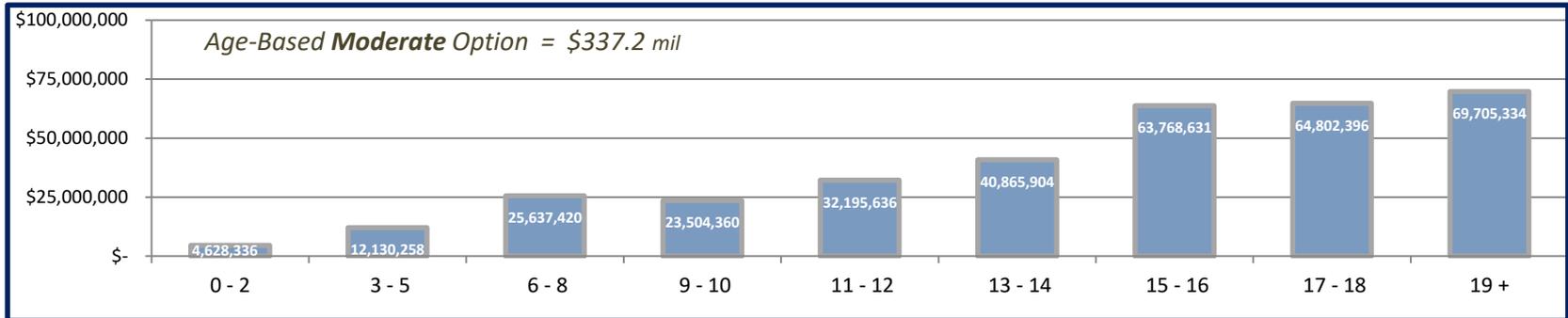
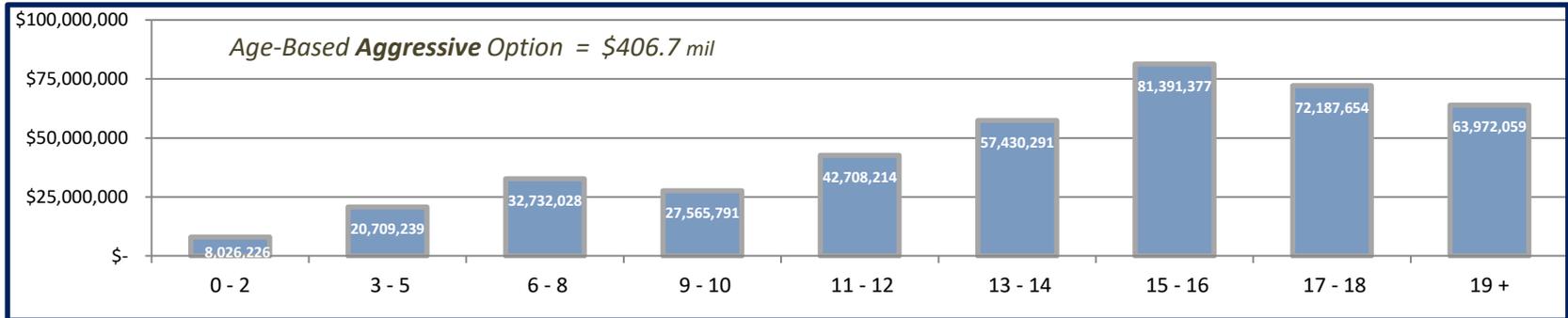
Direct Plan – Age-Based Portfolios

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

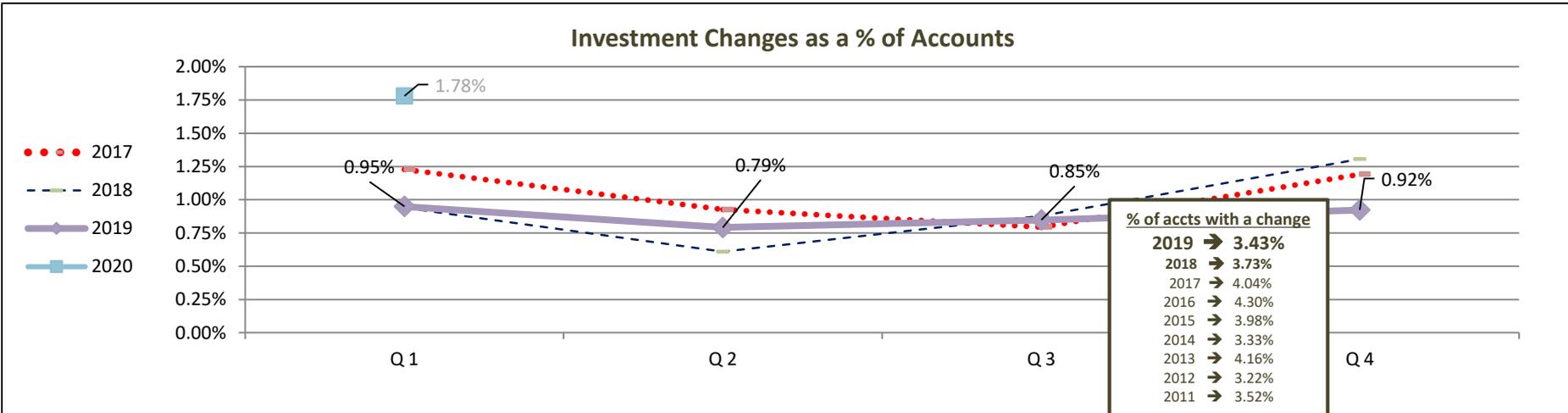
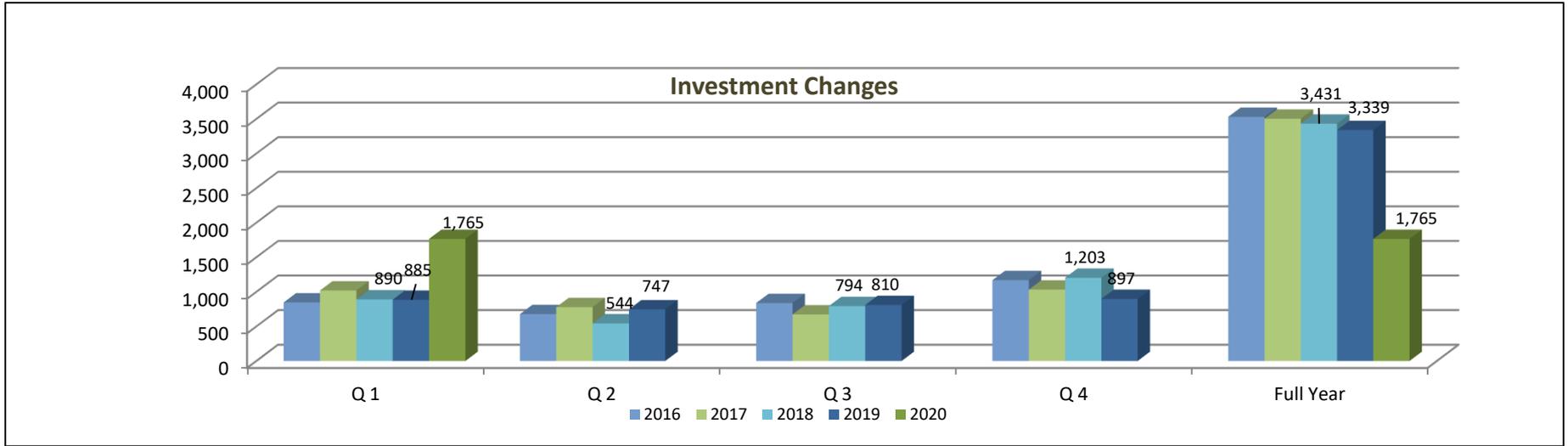


Advisor Plan – Age-Based Portfolios

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



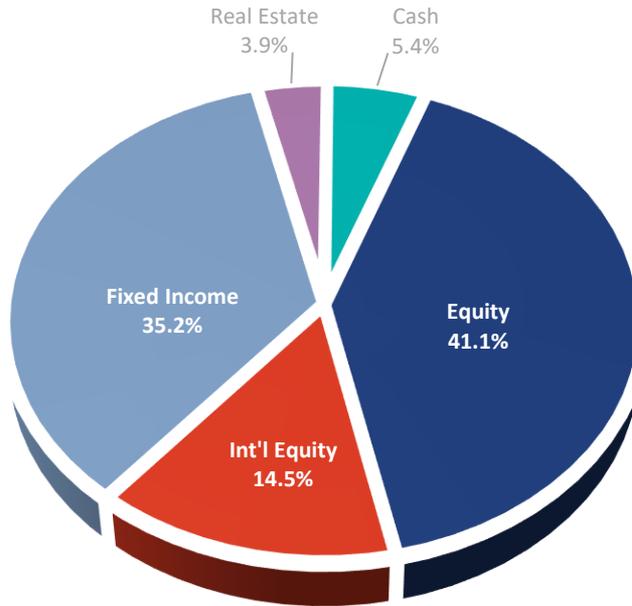
Investment Change Activity



Overall Plan Asset Allocation

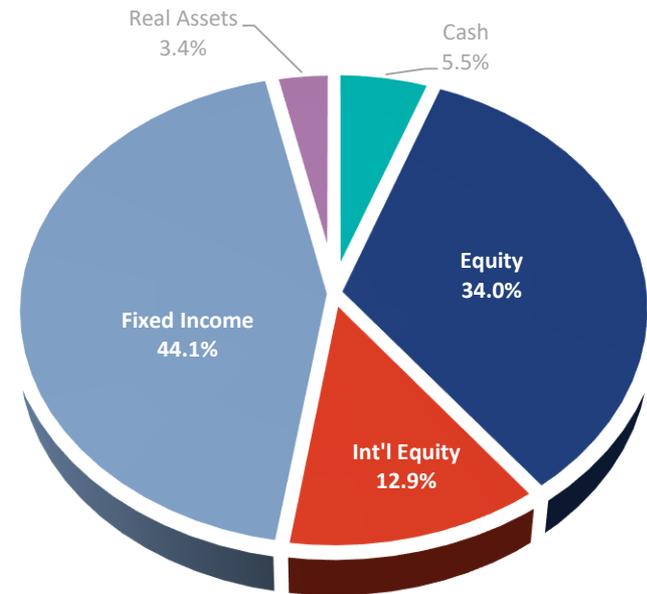
The following is a look through of all Age-Based, Target and Individual Fund Portfolios to the underlying stock/bond allocations. The Plans are well diversified.

Direct Plan



	<u>12.31.2019</u>	<u>3.31.2020</u>
Equity	62.5%	59.4%
Fixed Income	37.5%	40.6%

Advisor Plan



	<u>12.31.2019</u>	<u>3.31.2020</u>
Equity	53.6%	50.3%
Fixed Income	46.4%	49.7%

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	12-31-19
Cash	9.6%	9.1%	5.7%	4.5%	4.1%	4.4%	4.5%	4.1%	3.8%	4.5%	4.3%
Fixed Income	28.3%	27.1%	29.9%	30.3%	28.0%	28.3%	28.0%	33.7%	33.1%	33.8%	33.2%
Real Estate	1.5%	1.6%	1.9%	3.6%	3.6%	3.9%	3.8%	4.4%	4.2%	4.0%	4.0%
Domestic Equity	45.8%	47.0%	47.6%	42.3%	44.9%	44.5%	44.9%	42.0%	42.7%	42.4%	43.3%
International	14.9%	15.2%	15.0%	19.3%	19.4%	18.9%	18.9%	15.7%	16.3%	15.2%	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	12-31-19
Cash	4.6%	4.2%	4.8%	4.7%	4.2%	4.0%	4.5%	4.0%	3.8%	4.4%	4.4%
Fixed Income	27.0%	26.5%	28.1%	33.9%	32.7%	33.4%	34.3%	41.6%	41.2%	42.7%	42.1%
Real Assets	1.5%	1.4%	1.5%	2.9%	2.9%	2.9%	2.9%	3.7%	3.7%	3.6%	3.7%
Domestic Equity	45.7%	46.3%	43.9%	40.2%	41.8%	41.8%	41.0%	36.7%	37.0%	35.7%	36.2%
International	21.3%	21.5%	21.7%	18.2%	18.4%	17.9%	17.4%	14.0%	14.3%	13.7%	13.7%

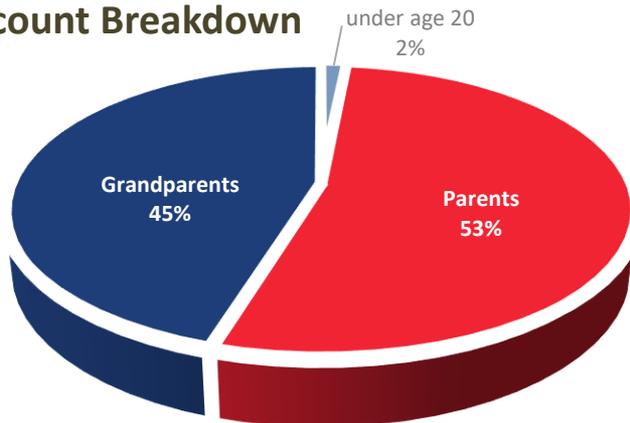
Account Owner Statistics

	Account Owner Age	# of Accounts	%	Market Value	%	Average Account Size
Parents	Under age 20	1,398	1.6%	\$36.0 mil	2.1%	\$25,736
	20 – 34	7,117	7.9%	\$54.5 mil	3.2%	\$7,658
	35 – 49	40,640	45.3%	\$716.5 mil	42.3%	\$17,631
Grandparents	50 – 64	25,155	28.0%	\$592.6 mil	35.0%	\$23,558
	65 plus	15,463	17.2%	\$294.3 mil	17.4%	\$19,034
	Totals	89,774		\$1.69 bil		\$18,869

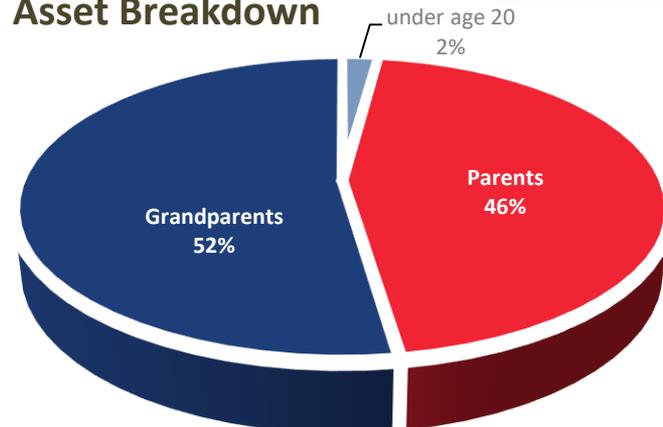
Average Age of Account Owner = 50.74
 Direct = 47.69 years Advisor = 52.17 years

Average Account Size
 Direct Plan \$16,847
 Advisor Plan \$20,030

Account Breakdown



Asset Breakdown



Beneficiary Statistics

Age of Beneficiary	# of Accounts	%	Market Value	%	Average Account Size
Pre-K (< 5)	13,172	14.7%	\$94.6 mil	5.6%	\$7,180
Grade School (5 - 10)	22,700	25.3%	\$325.0 mil	19.2%	\$14,318
Middle School (11-13)	12,959	14.4%	\$266.6 mil	15.7%	\$20,575
High School (14-17)	19,913	22.2%	\$535.0 mil	31.6%	\$26,867
College (18-22)	13,730	15.3%	\$345.9 mil	20.4%	\$25,192
Over age 22	7,299	8.1%	\$126.8 mil	7.5%	\$17,374
Totals	89,774		\$1.69 bil		\$18,869

Average Age of Beneficiary = 13.27

Direct = 11.08 years

Advisor = 14.30 years

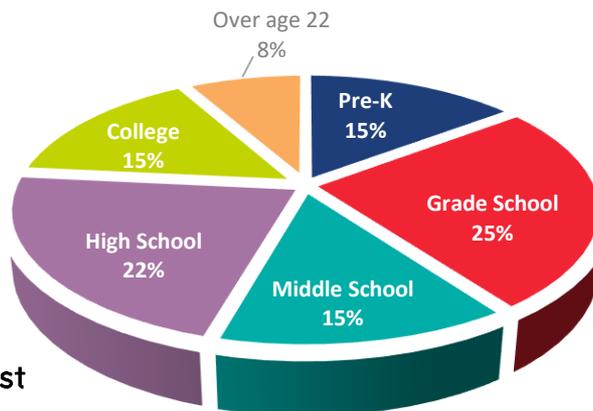
Median Account Size

CollegeCounts \$7,764

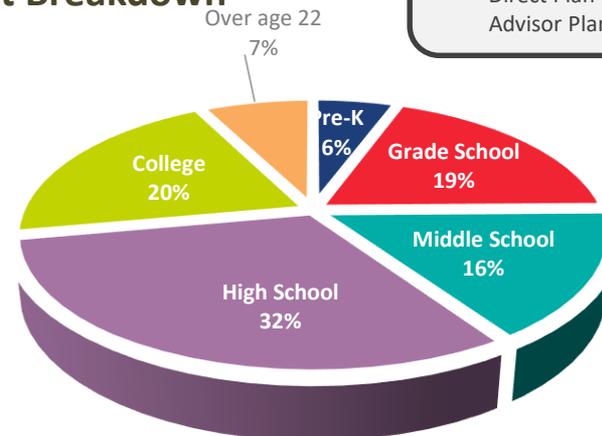
Direct Plan \$7,112

Advisor Plan \$8,103

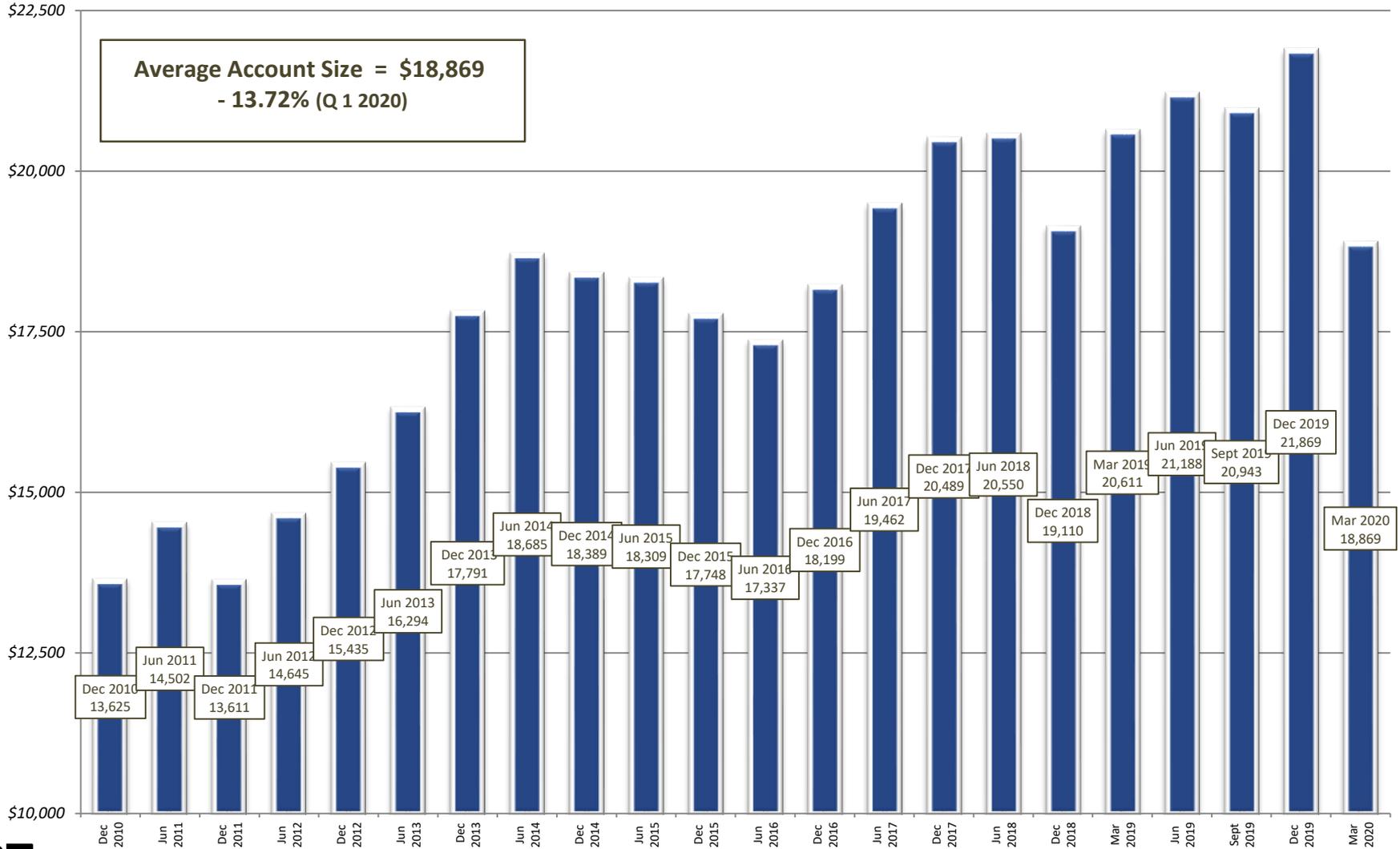
Account Breakdown



Asset Breakdown



Average Account Size



Important Legal Information

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
May 20, 2020

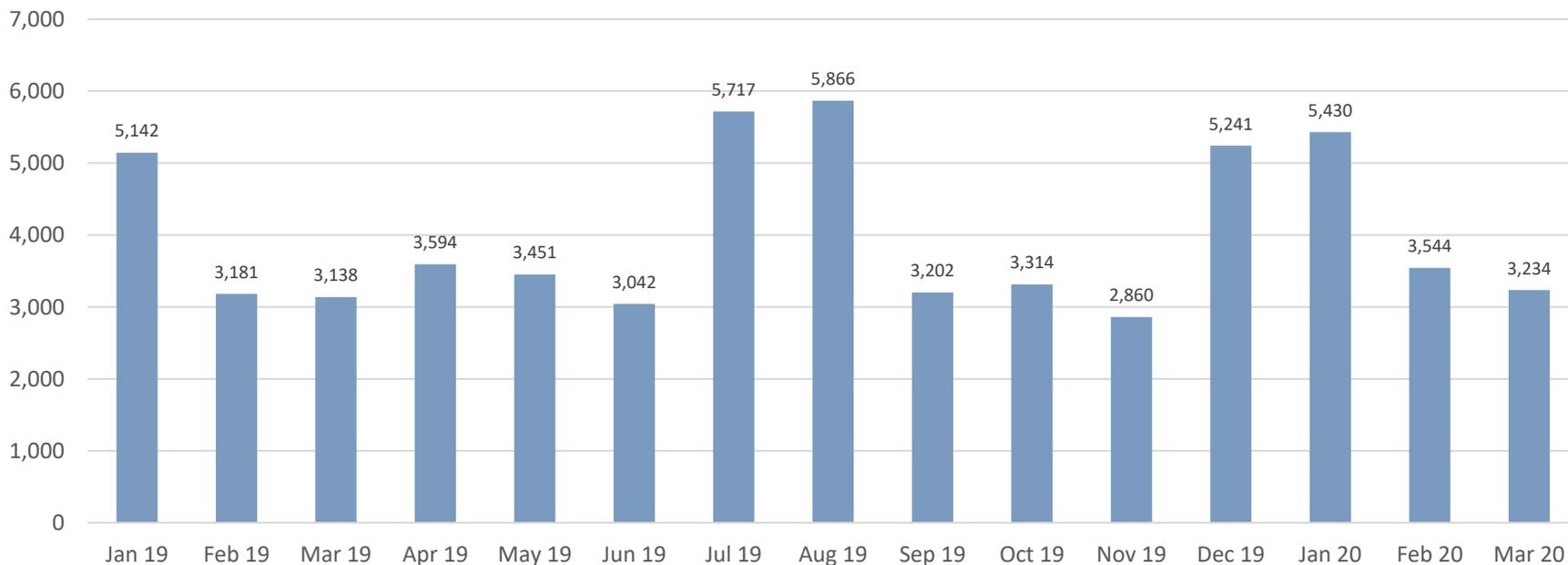
Period ended
March 31, 2020

UBT
Union Bank & Trust
Program Manager



*Offered by the
State of Alabama*

Call Volume



	<u>2018</u>	<u>2019</u>	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>YTD 2020</u>
# of calls	45,658	47,748	5,430	3,544	3,234	12,208
Answer Rate with a live voice	96.6%	96.7%	93.0%	96.6%	99.2%	95.7%
Average Speed of Answer	0:33	0:51	1:48	0:46	0:09	1:04

Q1 2020 - Most Common Topics & Comments

- **Second Semester Withdrawals**
 - Transaction Requests from Investors and Advisors
 - Qualified expenses
 - Status of requested withdrawals
 - Limited questions about 1099Q's after issued in January
- **2019 Contributions & Tax Deduction**
 - How to claim 2019 state income tax deduction
 - Prior Year Contributions
 - April 15th vs. December 31st contribution deadline
- **Limited Market Volatility Questions in March**
- **Limited Questions on Refunds from Colleges in March**
- **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
- **Limited Tax Bill Questions**
 - K-12 expenses
 - Apprenticeship Expenses & Repayment of Student Loans

1st Quarter 2020 Investor and Advisor Compliments

- *This account has done tremendously well. **Thank you to your professionals for managing this so well.***
- *The **service was so amazing.** I cannot believe it. I rarely have positive customer service experiences with other companies. Your representative was wonderful. She **understood my questions, had a clear understanding of your policies and procedures and was able to provide the information to me in a way I can understand.** I liked that the representative was pleasant and **not a robot reading from a script.** She **used great tone, speed and dictation** when communicating. She did a really tremendous job representing your company. I feel like she went **above and beyond the normal level of communication and service** that our firm normally receives when calling other call centers.*
- *You guys have the **best customer service** out of all of the places I call.*
- *You've been the **nicest most professional person** I've talked to today and I've talked to a lot of people! Thank you.*
- *Thank you so much. You guys are so **efficient.** You guys are so awesome.*
- *You guys are always such **a great help** whenever I call.*
- *Thank you so much. I was just telling my husband **how impeccable and how great your customer service is.** I mean it, it's really great!*
- *Thank you again for the **quick and very helpful** response below!*
- *Thank you very much! This is **exactly what we needed.***
- *I have several accounts and I have to say you guys are **very easy to deal with.** I found it **refreshing** how easy it is to deal with your company.*
- *Wow! Thank you for the **prompt** reply.*
- ***I've put 3 children through college and every time I've called I've been given a wonderful experience.** Thank you so much.*
- *Thank you for the **fast response.** It is amazing and much appreciated. Thank you for being on top of this.*
- *Thank you for the help and the **quick** response.*
- *Thank you for your **prompt** reply yesterday. We were able to access the account and perform the transactions with ample opportunity **thanks to your decisive action.** I have to say that **your actions made a huge difference and defused a tense situation at home.** I sincerely appreciate your effort in making the funds available and the account accessible. As you can see by my email and phone messages, I was under distress. I do not know your supervisor, but please forward a copy of this email to her/him expressing my **gratitude for your service above and beyond, especially when you reached me outside regular business hours on a holiday.***

1st Quarter 2020 Investor and Advisor Compliments

- *Thank you so much for correcting my Social Security Number! I appreciate that you **took care of this matter so promptly**. Your associate was **extremely helpful and professional** when I called this morning to confirm that you received my fax containing my W-9. **This shows me that you have a highly professional organization that deserves my respect and trust. Keep up the caring customer service!***
- *Thanks so much and thank you for being so **professional**.*
- *Thanks for your reply. Customer service did a **great job** helping me finish this up.*
- *Thank you very much for your help. This looks like what I need. It was **a relief to talk you and find answers**. Also I very much appreciate **how quickly you have responded** on top of that. Thank you, thank you.*
- *I appreciate all of your help. It's **always a pleasure talking to you guys**. You **always do such a great job**.*
- *Thanks! This is **great information!***
- *Thank you so much, you've been **really helpful**.*
- *Thank you for your time. I appreciate it. You guys are always so **wonderful**.*
- ***I'm almost in amazement**. I'm shocked that you **answered right away** and that I didn't have to go through a computer or 5 different channels to get help. Thank you so much for being a group that does this. I appreciate it.*
- *This is a **great company**. I've been **very, very happy**. My granddaughter is only 10 months old but **I will be a customer for the next 20+ years**.*
- *Thank you so much for your help this morning. And thank you for **taking care of this as quickly** as you have.*
- *Thank you so much. I **greatly appreciate your help**.*
- *I deal with a lot of companies so I wanted to tell you that you are the **easiest plan to deal with**. You're always super **helpful and easy to work with**.*
- *You did everything **great**. Thank you very much.*
- *You guys are **amazing!***
- *You've been the **best customer service rep** that I've ever talked to at any company. You're **sincere, you have the clearest voice and have a great understanding of the material at hand**. This is the **best and most pleasant call** I've had in a long time. You're doing great and you're a **professional**. **In speaking with people like you it's helped me make my decision in setting up an account with you instead of another 529 plan.***

4th Quarter 2019 Investor and Advisor Compliments

- *Yesterday I received the most **excellent and prompt** reply to a request from your Customer Service Representative. He provided some paperwork concerning 529 plans for two new recipients. He did this within minutes of learning of the request. This is excellent and reflects well on his work ethic and the **quality Customer Service** you provide.*
- *You have been **so good and so nice** to me. Thank you so much for your help.*
- *You've been very helpful, thank you kindly!*
- *You have been so nice. Thank you so much for **staying on the phone with me** while I figured this out. I really do appreciate your help.*
- *Thank you so very much for such a **quick reply and for fixing my problem!** I appreciate it so much!*
- ***You guys are always so helpful.***
- *Thank you so much. I just talked to the school and they confirmed they received the checks. I appreciate your help.*
- *Thanks for the **quick response** and for the guidance.*
- *Thank you very much again. You've been great to work with.*
- *I just wanted to call and give a compliment. I got **great customer service** today, even with a longer hold time, I had great customer service. The rep was **very helpful and stayed on the phone with me until I understood everything.***
- *Thanks for the **fast response.** It's **very clear and helpful.***
- *Thanks again for your help today you were **very attentive and helpful.***
- *Thank you again for **guiding me through** the process. I really appreciate your help.*
- *You have done a **tremendous job** and were **so patient** with me.*
- *Very helpful, thanks for the **quick and detailed reply!***
- *You guys have been great. I thought I was going to be on hold for about an hour but **I didn't wait at all.***
- *I am writing you to tell you the information provided was **exactly what I was looking for and very helpful.** It also arrived in a **very timely manner.***

4th Quarter 2019 Investor and Advisor Compliments

- *Yesterday I received the most **excellent and prompt** reply to a request from your Customer Service Representative. He provided some paperwork concerning 529 plans for two new recipients. He did this within minutes of learning of the request. This is excellent and reflects well on his work ethic and the **quality Customer Service** you provide.*
- *You have been **so good and so nice** to me. Thank you so much for your help.*
- *You've been very helpful, thank you kindly!*
- *You have been so nice. Thank you so much for **staying on the phone with me** while I figured this out. I really do appreciate your help.*
- *Thank you so very much for such a **quick reply and for fixing my problem!** I appreciate it so much!*
- ***You guys are always so helpful.***
- *Thank you so much. I just talked to the school and they confirmed they received the checks. I appreciate your help.*
- *Thanks for the **quick response** and for the guidance.*
- *Thank you very much again. You've been great to work with.*
- *I just wanted to call and give a compliment. I got **great customer service** today, even with a longer hold time, I had great customer service. The rep was **very helpful and stayed on the phone with me until I understood everything.***
- *Thanks for the **fast response.** It's **very clear and helpful.***
- *Thanks again for your help today you were **very attentive and helpful.***
- *Thank you again for **guiding me through** the process. I really appreciate your help.*
- *You have done a **tremendous job** and were **so patient** with me.*
- *Very helpful, thanks for the **quick and detailed reply!***
- *You guys have been great. I thought I was going to be on hold for about an hour but **I didn't wait at all.***
- *I am writing you to tell you the information provided was **exactly what I was looking for and very helpful.** It also arrived in a **very timely manner.***

3rd Quarter 2019 Investor and Advisor Compliments

- *Your customer service had been **on point and outstanding**, I want you to know it made the **world of difference**. **Head and shoulders above the rest, real people, real time, action** - it is so great in this voice prompt world!*
- *Oh wow this is so nice I got directly to a human being and didn't have to press this number or that number. What a **refreshing experience**. I don't know that I will ever get over it. Congratulations on your awesome phone service I didn't think I'd ever get a human right away.*
- *Thank you for your help today. You have **exceeded my expectations** with amazing customer service and troubleshooting. You are awesome! Enjoy your weekend.*
- *Your team is friendly, helpful and they always provide good service.*
- *It is not like most places where you get different answers from different people. Your representatives are **consistent**.*
- *I don't mind calling the call center because they are so **friendly**.*
- *You've really helped me. I appreciate your help. We love using y'all because you always help answer all of our questions and have such great customer service.*
- *Thank you! This helps tremendously. Appreciate your prompt reply and guidance.*
- *Whenever I call it's **not one of the places I dread calling** because you guys are always so nice and take very good care of me.*
- *Thank you so much for your **prompt and thorough explanation**! Much appreciated.*
- *Thank you so much. Every time I talk to you guys you always help me out.*
- *Thank you for your follow up and EXCELLENT service. Your team is always extremely awesome to work with, and we **greatly appreciate the support you allow us to provide to our clients**.*
- *You have been AMAZING! You've gone **above and beyond today** (& yesterday) for me. I'm always thrilled when you're the person answering my call. Your associates were also wonderful yesterday! Thank you for being so **helpful & enthusiastic**!*
- *This is **extraordinarily helpful**. Thank you.*
- *I would like to respond to the assistance I was given today by one of your associates. She was **phenomenal** in the help that she gave me and **went out of her way** to assist me with detailed instructions on how I might resolve a payment issue I had for my son. While I have been a business teacher for over 30 years and fully understand the importance of feedback, it is rare for me to put forth the extra effort to respond to customer service. Many companies do not use the information or request it. Because of this, I have only responded with extremely bad or extremely good service. In this case, I am very happy to say that it is due to **extremely good service**. Thanks for all the assistance!*

3rd Quarter 2019 Investor and Advisor Compliments

- *I appreciate your time. Thank you so much. You guys do such an awesome job and I'm **grateful to be working with you**. It is great because we wouldn't be able to do without you guys.*
- *I just want to tell you that you are so **efficient and easy to deal with**. So I just want to say thank you very much. This has been terrific. All of our interactions have involved a pleasant experience.*
- *Thank you for handholding this novice! You are very awesome!!!*
- *That's perfect! I really appreciate you clearing that up and such a **quick response** to my questions! Have a great weekend.*
- *Thank you for your great help. It is **always a pleasure to call you guys and work with you**.*
- *Thank you for letting me know. I know you guys are so amazing about getting things in the mail right away. When it comes to your plan, whenever I need something it's in the mail right away. That is a really awesome quality that you have.*
- *Thank you! I appreciate the **great support**.*
- *Thank you so much! You **made this simpler than I ever thought this could be**.*
- *I appreciate how kind you've been with me. Thank you for all of your help.*
- *Thank you so much. It was nice to call a line and get a human right away!*
- *Perfect, thank you so much I really appreciate your help tonight. It's nice that you guys are there late too.*
- *Thank you for being available for my call before a long 3 day weekend. You are a gentleman and a scholar, I love that you ask me questions and let me make choices. We're very grateful that you guys do such a great job for us. Everyone we talk to there does such a great job.*
- *Thank you for your **prompt and informative** response.*
- *As always, you guys are awesome! Thank you very much.*
- *Oh thanks so much for this information, you answered all my questions. It make me feel great about opening this plan knowing **how good the communication is**.*
- *Thank you so much. Every time I talk to you guys **you always help me out**.*
- *I have 3 of my grandkids that have been able to graduate with the money in their accounts. Two are Engineers and one is a Physician. I have to tell you that you guys have honestly been **the best people to work with**.*
- **Outstanding service!** Thank you so much.
- *Thank you! This **helps tremendously** and is exactly the kind of information we're looking for. Thanks again for your time and help.*

2nd Quarter 2019 Investor and Advisor Compliments

- *You all are very customer service friendly and very customer service oriented. I work with other companies and I choose to work with you, by far. I don't know why you'd want to work with anyone else.*
- *Oh wonderful....thank you so much. You answered right away, I got in to my account and this has been the best experience so thank you so much!*
- *Thanks for a quick reply with details. I was able to complete & submit my application successfully with your clarification.*
- *Thank you so much for turning this around so quickly. We really appreciate your attentiveness.*
- *Once I found all of the information on your website I realized it was really nice. Thank you!*
- *Thank you for answering the phone and not making me go through a machine. That's awesome you guys are great!*
- *You're very nice and helpful! I really appreciate your help!*
- *You are amazing, extremely helpful and understanding. I'm lucky that I got you two days in a row to assist myself and my clients.*
- *I really appreciate the quick response and additional information. You have been a great help. Have a wonderful day!*
- *Gosh this was so easy! I was worried about this but thank you for making the process so easy!*
- *Thank you! It's a really nice feature that you offer up performance results. I think it's lost on individuals, especially those making ongoing contributions, as to how much is market driven and how much growth comes from contributions.*
- *I just wanted to say that I'm 65 years old and the online enrollment process was so intuitive and so easy to do. You guys did a great job with this!*
- *Thank you so much for your help this is what I needed!*
- *Of all the mutual fund companies I work with, your people are by far the best. Tell your colleagues at the home office to keep up the good work.*
- *Wow, this has been extremely easy. The client is going to be tickled to death. What a pleasure it was working with you today.*
- *I wanted to tell you I was so surprised when I called last time and someone picked up the phone right away and helped me. And you just did it again! I just cannot believe it. I just keep getting people that do a great job.*

2nd Quarter 2019 Investor and Advisor Compliments

- *That is exactly what I needed done and of course you guys handled it appropriately. You guys are always the sweetest, most accommodating people. I never have a problem calling you guys and love you guys.*
- *It's been a pleasure to work with you. All of the people there are knowledgeable, pleasant to work with and take care of things efficiently.*
- *I'm all set. I received excellent help. Thank you!*
- *I have to tell you, what a great phone service. I really appreciate everything you do.*
- *You cannot find too many people that you can actually call when you need something done that are so courteous and that have great customer service. I appreciate you because you made everything so peaceful and comfortable for me. I hope that your company will reward you in some way because even though you're working and at a job you make the company better.*
- *Thank you so much. I appreciate all that you've done it's been easy working with you guys.*
- *Your rep was super helpful with me and these forms. They made it easy so I could go about my life. Your reps are very responsible to make sure I get the correct information.*
- *You guys are always great with your level of service.*
- *I wanted to say how happy I was when dealing with your representative. She has made it very easy to manage my account and I really appreciate her efforts in helping me make a withdrawal.*
- *Thanks a lot for following up. Totally beyond my expectations.*
- *Thank you so much for the great explanation. I appreciate your help!*
- *I have no questions or anything to add after that. You have handled this beautifully! I'm telling you that you made my day. You had no hesitation and got all of the information so I have no questions. I'm very confident in you.*
- *I am so impressed with the speed and quality of the follow-up from an online inquiry. Thank you so much!*
- *Perfecto! Thank you for all the hard work. Great customer service and I couldn't be happier right now. I really appreciate you going above and beyond.*

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.*

CollegeCountsSM

Alabama's 529 Fund

Events and Outreach Calendar

May 20, 2020

Period ended
March 31, 2020

UBT
Union Bank & Trust
Program Manager



*Offered by the
State of Alabama*

Events and Outreach Calendar – *January 2020*

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
	Tuscaloosa, Wilcox County – Community Stops and Outreach	Eufala, Tuscaloosa – Community Stops and Outreach	Barbour County, Tuscaloosa – Community Stops and Outreach	Ozark, Tuscaloosa – Community Stops and Outreach		
19	20	21	22	23	24	25
		Dale County, Northport, Ozark, Tuscaloosa County – Community Stops and Outreach	Foley, Wetumpka – Community Stops and Outreach	Elmore County, Millbrook – Community Stops and Outreach Lunch & Learn Direct Presentation – Foley – Vulcan Inc 12:00 pm		
26	27	28	29	30	31	
	Enterprise – Community Stops and Outreach	Center Point, Enterprise, Pinson – Community Stops and Outreach McWane Science Center – Birmingham 8:00 am	Clay, Coffee County, Trussville – Community Stops and Outreach	Dothan, Trussville – Community Stops and Outreach		

Events and Outreach Calendar - February 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Rocket City Moms – Huntsville – Children's Early Works Museum 9:00 am
2	3 Decatur – Community Stops and Outreach	4 Decatur, Eufala – Community Stops and Outreach	5 Barbour County, Hartselle – Community Stops and Outreach	6 Morgan County, Ozark – Community Stops and Outreach	7 Wilcox County – Community Stops and Outreach	8
9 Russell County – Community Stops and Outreach	10	11 Pickens County, Tuskegee – Community Stops and Outreach	12 Fayette County, Selma – Community Stops and Outreach	13 Lamar County, Selma – Community Stops and Outreach	14	15 McWane Science Center – Birmingham 8:00 am
16 Birmingham, Sumter County – Community Stops and Outreach	17	18 Greenville, Montgomery – Community Stops and Outreach	19 Montgomery, Pike Road – Community Stops and Outreach	20 Tallasse – Community Stops and Outreach	21	22
23 Guntersville – Community Stops and Outreach	24	25 Albertville, Demopolis – Community Stops and Outreach McWane Science Center – Birmingham 10:00 am	26 Boaz, Marengo County – Community Stops and Outreach	27 Marshall County, Monroeville – Community Stops and Outreach	28	29

Events and Outreach Calendar - *March 2020*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Hello Baby – Springhill Medical Center – Mobile 12:00 pm	2 Helena, Montevallo – Community Stops and Outreach	3 Calera, Columbiana, Demopolis – Community Stops and Outreach	4 Birmingham, Marengo County – Community Stops and Outreach	5 Birmingham, Monroeville – Community Stops and Outreach	6 Evergreen, Greenville – Community Stops and Outreach	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Calling Suspended due to COVID-19

1ST QUARTER 2020

Final Tax Reminders

Make sure you take your CollegeCounts contributions and withdrawals into account when completing your various tax filings. We encourage you to discuss any tax-related questions with your tax professional. Here are some final reminders that may help you wrap up your taxes for the year:

Alabama Tax Deduction

- Contributions to CollegeCounts made or postmarked by December 31, 2019 can be deducted for Alabama state income tax purposes up to \$5,000 per single filer (\$10,000 if married, filing jointly and both spouses contribute)¹.
- Report your 2019 contributions on Alabama Form 40, Part II, Line 8
- Contribute now to take advantage of the state income tax deduction for 2020

2019 Withdrawals

- IRS Form 1099-Q was mailed in January for any distributions from CollegeCounts in 2019.
- Discuss any questions with your tax professional and keep the documentation of your qualified expenses² with your tax paperwork

Invest your tax refund

- If you will receive a state or federal tax refund, consider investing all or a portion of the refund in your CollegeCounts account.
- Direct deposit instructions can be found at the Tax Center at CollegeCounts529.com

Recontributions of College Refunds

- A refund from a college may be re-contributed to a CollegeCounts account within 60 days of the date of the refund with no penalty
- Tax Form 1099-Q would still be issued for the initial withdrawal from the account, so it's important to keep documentation of the withdrawal and re-contribution for tax purposes.

Gift Tax Return

- It is our understanding that gift contributions of over \$15,000 to a CollegeCounts account should be reported on IRS Form 709. Make sure you file Form 709 in a timely manner.

Tax Credits

- You may be able to take advantage of the American Opportunity and Lifetime Learning Credits if you paid college expenses out-of-pocket in 2019.
- Expenses covered by withdrawals from a CollegeCounts account are not eligible for these credits (no "double-dipping").
- Discuss with your tax professional and review IRS Publication 970 for more information.



Long-term Investing

“Successful investing takes time, discipline and patience.”— Warren Buffet

After a decade of exceptional market performance, the markets were highly volatile with big movements up and down during the first quarter of 2020. No matter where you are in your college savings journey, we encourage you to consider your long-term investment goals and risk tolerance when determining the investment option(s) to consider for your CollegeCounts account. Making a disciplined decision to invest for the long-term will help during periods of market unpredictability. Please review the enclosed update on the markets and visit the CollegeCounts website for more information.

529 Giveaway

Our favorite college savings-related “holiday” is coming up! 529 Day is on May 29th and we are excited to continue helping families with newborns across the state of Alabama kick-start a CollegeCounts account for their little one. CollegeCounts will again be giving away contributions of \$529 to 29 lucky Alabama parents, grandparents, or legal guardians of babies who were born between May 29, 2019 and May 29, 2020. Be sure to “like” the CollegeCounts facebook page ([facebook.com/CollegeCounts](https://www.facebook.com/CollegeCounts)) to see the latest information about the 529 Day Giveaway. We also share helpful planning information for your college savings journey.

Watch for more information about the 529 Day Giveaway coming soon and be sure to spread the word to any family members or friends who have a newborn and may be eligible to enter to win a \$529 contribution to a CollegeCounts account! What better way to set up a loved one for future success, than to start saving with CollegeCounts with a \$529 contribution on us!



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. Select “FAQ’s” at the top of the homepage and find the link under the question, “Where can I obtain a copy of the audited financial statements?”

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 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).

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

Graduation Gifts

A contribution to a CollegeCounts account makes a great gift for a graduate of any age. Whether the student has mastered their ABC’s and 1, 2, 3’s and will be a proud preschool or Kindergarten graduate, or they have earned their high school diploma and are ready to set off into the world, you can help them by making a gift toward their future education goals. We offer greeting cards and certificates that you can use to notify your loved one of your gift to their account (CollegeCounts529.com/plan-benefits/make-a-gift).

Make contributions a group effort by using CollegeCounts GiftED to encourage family members or friends to make a contribution that will benefit your student. Simply log in to your account at CollegeCounts529.com and select the “GiftED” link to send an email invitation to anyone who may want to contribute to your account. The recipient can easily make an electronic contribution from the link provided in the email or they can mail a check directly to CollegeCounts. We will track all invitations and contributions in the online GiftED history so you can acknowledge any contributions received. GiftED is an easy way for others to help your student achieve their education dreams!



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. 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 nonqualified withdrawal plus 10% of the amount withdrawn.

Informer

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Make contributions a group effort by using CollegeCounts GiftED to encourage family members or friends to make a contribution that will benefit your student. Simply log in to your account at CollegeCounts529advisor.com and select the "GiftED" link to send an email invitation to anyone who may want to contribute to your account. The recipient can easily make an electronic contribution from the link provided in the email or they can mail a check directly to CollegeCounts. We will track all invitations and contributions in the online GiftED history so you can acknowledge any contributions received. GiftED is an easy way for others to help your student achieve their education dreams!

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NOT FDIC INSURED / NO BANK GUARANTEE / MAY LOSE VALUE

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 CollegeCounts529advisor.com Select "FAQ's" at the top of the homepage and find the link under the question, "Where can I obtain a copy of the audited financial statements?"

CollegeCounts 529 Rewards Visa[®]

Are you looking for a creative way to have additional dollars to invest for your child's education? CollegeCounts offers a Rewards Visa card that features a 1.529% reward on everyday purchases. The rewards are automatically invested in up to 3 CollegeCounts accounts on a quarterly basis as soon as more than \$50 in rewards is accrued. If you pay off your credit cards each month, the rewards dollars can be a nice addition to the funds you are already investing in your account without a change in your family's budget. To learn more and submit an application, visit CollegeCounts529advisor.com and choose the "Visa Rewards" option under the "Benefits" menu.

Online Access and E-Statements

In the current digital age, CollegeCounts wants to make it easy for you to manage your account through our secure website. After logging in, you have the ability to review your balance and transaction information, make a contribution, request a withdrawal or investment change, update your address and view statements. We also offer e-delivery of statement notifications for those who want the added convenience of not having to rely on the mail for an account update. Simply log in at CollegeCounts529advisor.com to see all that the site offers and change your statement delivery preferences at any time.