



Genisys Credit Union Receives National Recognition for Excellence in Performance



Auburn Hills, MI. - March 05, 2025 - Recognized for exceptional performance in growth, financial stability, and member relationships, Genisys Credit Union received the 2024 Raddon Crystal Performance Award - its third time securing the honor in the past four years. With more than 500 credit unions evaluated nationwide, this award ranks Genisys in the top three percent of all credit unions.

"It is an honor for our efforts to be recognized by Raddon with the Crystal Award," said Jackie Buchanan, President and

CEO of Genisys Credit Union. "Our team strives to ensure the unparalleled success of the credit union and its service to members. This award is a testament to the team's commitment and hard work in making Genisys the credit union of choice in our communities."

To receive the recognition, credit unions are evaluated through Raddon's Performance Analytics program. The program is an in-depth analysis of key performance metrics focused on service, financial soundness, sales, and more.

Genisys' commitment to meeting the needs of their members is reflected in their range of products and services. From their Genius High-Yield Checking Account that pays members 6.75% APY to their certificate of deposits offering rates as high as 4.73% APY to programs for first-time home buyers, each product is designed to support members in achieving their goals throughout various stages of their financial journeys.

The credit union's commitment to innovation, member service, and community has been vital in receiving the Crystal Award. It recognizes their achievements not only as a credit union, but an industry leader of financial services. As the credit union celebrates its success, they remain focused on their mission to empower the financial lives of their members, drive financial strength and success, and continue to be a pillar of strength within the communities they call home.

About Genisys Credit Union:

Genisys Credit Union is a not-for-profit, member-owned financial institution that has been committed to helping its members financially since 1936. Based out of Auburn Hills, MI, the credit union is the fourth largest in Michigan with over 271,000 members and 32 branch locations. With a highly competitive suite of products such as High Yield Genius Checking and Youth Savings Account as well as loans for small to mid-sized businesses, Genisys specializes in providing consumer and business financial solutions through its branches, a multi-channel contact center, and a variety of mobile and online banking services. Genisys has consistently received the highest 5-star Bauer Financial Rating for safety and soundness along with receiving recognition from S&P Global Market Intelligence as a nationwide Top 10 Performing Credit Union. They are also proud to be committed to their communities by annually volunteering over 5,000 hours and partnering on over 1,000 community events. Connect with Genisys on Facebook, X, Instagram, and TikTok by following @genisyscu. For more information visit www.genisyscu.org