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CLIENT BRAND LAUNCH FAQs

Why is CCCS of MD and DE changing its name?

Our new name, Guidewell Financial Solutions, is part of a new brand for the organization. The new brand symbolizes our desire to broaden our services to include financial coaching and extend our reach to provide services to new communities.

The name, Guidewell Financial Solutions, and tagline, *Your Path Forward*, were developed in conjunction with our marketing partner, LMD, based on our business goals. Additionally, the decision was informed by the results of a market research survey distributed to internal and external audiences, as well as advice from our legal counsel. Guidewell Financial Solutions was one of the names that received the most positive feedback from all audiences.

Guiding people to financial stability remains our mission, and our vision is to be the most trusted financial partner for individuals seeking to improve their financial situation. Guidewell Financial Solutions accurately and succinctly expresses who we are, what we do for our clients, and allows us to grow.

What is the transition plan for the new brand?

In the coming months CCCS will be transitioning to Guidewell Financial Solutions. Our transition plan includes sharing the details of the new brand to our clients and partners first. The external launch will occur later this month and will be announced with a press release. Today's launch also coincides with the launch of a new website, www.guidewellfs.org.

What will stay the same?

Everything our clients have come to know and trust about CCCS for the past 49 years will be part of Guidewell Financial Solutions. We are still the same independent non-profit organization. You should continue to count on Guidewell Financial Solutions as a reliable, confidential organization with the same excellent customer service and knowledgeable counselors and staff. As we grow, we will continue to serve our local communities with educational outreach and tools.

What will be different?

Guidewell Financial Solutions will provide a fuller range of services, including more proactive offerings—for example, financial coaching, and tools designed to save time, such as more online options. The broader range of services will allow us to reach and help more people by providing the path to financial wellbeing, whether you *want* to plan for a financial milestone or you *need* financial counseling.



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How do I reach my favorite counselors and staff?

You can continue to reach our organization through the same points of contact—all phone numbers and extensions remain the same. Staff email addresses will change to our new URL (guidewellfs.org) starting today, April 6, 2015. For example, if you previously used the address info@cccs-inc.org, in the future please use the address info@guidewellfs.org. If you accidentally use the old website domain or email addresses you will automatically be redirected to our new website and email system.

Will this affect my Debt Management Plan (DMP)?

No, the rebranding will not impact your DMP. While the brand name has changed, the legal entity you have contracted with has not. Our legal name will remain Consumer Credit Counseling Service of Maryland and Delaware, Inc. Creditors will continue to accept the dispersed payments. You do not need to resend paperwork, change payment arrangements, or let your creditors know. As we transition, however, you will begin to see the Guidewell brand on correspondence, statements, and financial transactions.

Can I still login to my online account?

Existing clients who have usernames and passwords to My Account Login, Bankruptcy Counseling, or the Online Payment page will still be able to login as you always do. Your login details will remain the same—except that you will find and access the links on our new website (guidewellfs.org).

Who can I contact if I have questions?

Please feel free to speak to any of our counselors at 1-800-642-2227 or contact the Guidewell Financial Solution's Brand Manager, Devon Hyde at dhyde@cccs-inc.org.

We will continue to be the premier non-profit financial resource for anyone who needs or wants to improve their financial literacy and wellbeing. As a valued client, you are a big part of our new brand, and we appreciate and value your support during this exciting time.



Consumer Credit Counseling Service of Maryland and Delaware, Inc.
Now doing business as Guidewell Financial Solutions