



Top 100 Lending

Presented by
Rory R. Rowland



Top 100 Lenders

1. New Car lending is down.
Recapture programs.

New World CU Pat Wagner, CEO

2) Do we have someone
looking at the paid off loan
report in our credit union?

www.sertech.com

COMPETITOR'S MATCH

"I matched an interest rate from another institution at Florida State University Credit Union and got the best service around."

We know that as a member of Florida State University Credit Union you are used to getting the best value for your money. Only now, you think you've found a lower rate for your next vehicle at another financial institution or through the dealer? Think Again!

Bring us proof of the lower rate and we guarantee we'll not only match the rate but beat it by at least 1/2% APR or give you \$100.*

Give us a chance to win your financial business. We provide great service and make financing easy and affordable.

Our loan process is quick and easy and most importantly, can save you money! Take advantage of the Competitors Match Program by calling 877-GO-FSU-CU.



Top 100 Lenders

- 3) Beat the dealer.



Top 100 Lenders

4) Top 100 CUs
use the 4 Ms



Top 100 Lenders


5) MCIF files can be used to market to members, look at your car payoffs, and market to the members who are having a car paid off in the near future.



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- 6) Closed end wording in our loan policies. Make your loan policy flexible, so that you can get more loans, not fewer loans.

- 7) Why do we ask for a down payment on a used car?



Top 100 Lenders


- 8) Why not charge the same rate for new and used cars? Pentagon Credit Union in Washington D.C. has gone to a same rate for new and used cars, and they have experienced tremendous success.



Top 100 Lenders

9) Deliver loans fast. App times.

10) Simple, fast and easy. Is our lending process simple and easy? Can we make it easier? Can we make it simpler?




Top 100 Lenders

11) Debt ratios, are they accurate predictors of a member's ability to borrow, and pay back the loan with interest?



Top 100 Lenders

12) Regulators can recommend, but they can't demand. If you are running a safe and sound institution then you can get rid of debt ratios.




Top 100 Lenders

13) Make the Mortgage business part of your business. Two simple and easy ways to do this CUNA Mortgage, or team up with a larger credit union that has the resources and wants the loans.




Top 100 Lenders

14) Order takers. Learn how to say “Super Size” or “would you like fries with that burger?”



Top 100 Lenders

15) When we cross sell, or cross service, 3 out of 10 take the opportunity, and 7 out of 10 feel great that you asked.



Top 100 Lenders

- 16) Master Loan Agreement
- 17) Turn members into borrowers.
- 18) Credit Bureau at time of opening.
- 19) Membership/Loan Application



7 Strategies

- Know your member
- Easy application
- Loan applications that work.
- Know your competitors

7 Strategies

- Pre-approval program
- The power of repetition
- The power of integration



Build the e-relationship

- Have systems that are simple for your best members.
- Why verify income on an A and B member.

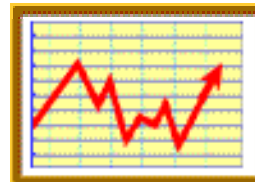
Build the e-relationship

- Master Loan Agreement
- Credit Bureau approval on step one.
- Integrate your systems.



Build the e-relationship

- The results
- .2% delinquency
- .2% charge-off
- Do more research for C and D members.



Build the e-relationship

- Be ready before they are.




Trends

- Easy Application



Why is it important?

- What percentage of your members are using your website?
- What percentage are using home banking?
- What percentage of members are using bill pay?
- Why not give it free?
- Find the money!



Do you know what drives me crazy about CU Websites?

- Just ask and watch me froth.
- Go ahead and ask.
- Have courage.

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 January 31, 2005

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Whats New -- Promotions

Nice Gain

No Pain.

A Great **3.5%** APY*
28-month term.
...With a *No-Penalty Share Certificate!*

*Click here for details.

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It's a new service that will enhance your existing Pronto Debit/ATM MasterCard® account by using a private code.
[Register here.](#)

Sign up to receive your eStatements!

You can now receive your statements on-line. Sign up by contacting your local branch.

If you are already enrolled, [click here](#) to access your eStatement.

You have access to over 5,000 *ATM's* nationally! We've added FastBank Free & Republic Bank ATMs to our surcharge free network.*

Whether traveling around the country-or around the block-you'll be close to the cash you need with nationwide fee-free ATM access.


Your savings federally insured to \$100,000

NCUA
National Credit Union Administration, a U. S. Government Agency

WebFederal

PARK COMMUNITY FEDERAL CREDIT UNION
8101 Fern Valley Road
Louisville, KY 40228
Local: (502) 968-3681 Toll Free: (800) 626-2670
Fax: (502) 626-1318

To Us, It's *Personal.*



Membership application

- Membership Application
- How can we improve it?

Membership Application

Please provide all the requested information. When you have completed the form, press the Submit button to send your application. If necessary, we will contact you for additional information.

The items marked with (*) are required fields.

General Information

Will there be a co-applicant on this application?

No
 Yes, 1 co-applicant
 Yes, 2 co-applicants
(If Yes, the co-applicant section has the same required fields as the primary applicant.)

Membership Eligibility

*I am eligible for membership through:

Employer
 Family Member
 Community

[Back to top of page](#) | [Jump to Submit Button](#)

Primary Applicant

*Last Name

*First Name


Middle Name

*Social Security Number (TIN) --

*Date of Birth / /

*Home Phone Number --

Work Phone Number --



Where are the Loans?

- Loan Specials
- I like this next web site.
- It has the loan specials first.

Here's one example of purchasing a \$25,000 new vehicle.

	Credit Union Financing	Dealer Special
Amount borrowed	\$20,000 (Rebate-\$5,000)	\$25,000
Annual Percentage Rate	3.90% APR	0%
60 monthly payments	\$367.43	\$416.67
Total Payback Amount	\$22,045.71	\$25,000

Credit Union Savings to you...
\$2,954.29



Educate the members

1. Slow down
2. Never buy a car on the **first** visit.
3. Do Your Homework!
4. Never leave a deposit until the seller has agreed to your price.



Educate the members

5. Don't fall for "spot" delivery.
6. Avoid mandatory arbitration agreements.
7. Be smart when it comes to financing.
8. Remember that the price of the new car isn't where the sellers make money.



Educate the members

9. Know which extras you may want and are actually valuable to have.
10. Remember that "The CU" is different from any Internet site, bank, or dealership. We want the best deal for you.

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HOME PURCHASE **REFINANCE MORTGAGE** **HOME EQUITY** **AUTO & MOTORCYCLE PURCHASE** **AUTO REFINANCE** **PERSONAL LOANS** **PERSONAL FINANCING STRATEGIES** **CREDIT PROBLEMS** **CREDIT REPORTS**

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- ▶ Instant decision and phone call in 15 minutes.
- ▶ No on-site home appraisal or auto inspection.
- ▶ Less paperwork than anyone else - guaranteed.
- ▶ Cash as fast as you want it. You're in control!
- ▶ Know everything upfront.

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Own a home? Yes No
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Debt Check-up
 Get a personalized action plan to save money on your existing debt.

Today's Best Rates [Terms](#) *No Lender Fees!*

	Rate	APR		Rate	APR
5 Year ARM	4.250%	4.391%	Equity Line of Credit	3.750%	3.750%
15 Year Fixed	4.500%	4.809%	36 Month Auto Purchase	3.85%	3.85%
30 Year Fixed	5.250%	5.448%			

Other Loan Types

[Personal Loans](#) [Bad Credit?](#) [100% Home Financing](#)

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HOME EQUITY APPLICATION

1 Begin Application Takes 5 minutes **2** Approval Get a decision in 90 seconds **3** Finish the application **4** 15min Call Back One-on-one help at every step

Home Equity Application *Safe and Secure* **You can also apply by phone: 1-877-356-2600**

The first step in applying is to create or log in to your My E-LOAN account so that your application data will be saved at every step.

Choose a My E-LOAN username and password:

First name: M.I.: Last name:

Username: (3-24 characters)

Remember my username (not password).

Password: (6-10 characters) Password: (verify)

If you forget your password we will verify your identity by asking you the following question and will email your new password to the address below.

E-mail address:

Question: e.g., My spouse's name

Already have a username?

Loans not offered for:

- Borrower's self-employed for less than 2 years
- Mobile homes
- Manufactured homes
- Co-ops
- Properties over 10 acres
- Construction loans (on property being financed)
- Multi-unit rental properties (single family rental properties may qualify)
- Properties that generate income, e.g. farms and kennels
- Mixed use properties, where the structure has been altered for business, e.g., hair salon

E-LOAN *A better way to get a loan* 1-888-E-LOAN-22

▶ Over \$9 billion in loans funded! ▶ [Privacy Policy](#) ▶ [Secure Site](#) 

▶ **HOME EQUITY APPLICATION**


1 **Begin Application**
Takes 5 minutes



2 **Approval**
Get a decision in 90 seconds




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4 **15min Call Back**
One-on-one help at every step



Home Equity Application *Safe and Secure*  You can also apply by phone:
1-877-356-2600

The first step in applying is to create or log in to your My E-LOAN account so that your application data will be saved at every step.

Choose a My E-LOAN username and password:

First name: M.I.: Last name:

Already have a username?

 **Captured by SnagIt**



Trends

- Who are the competitors?
- LendingTree







Login to Your Account

Email:

Password: Login

Find It Now!

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- [Refinance Auto](#)
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- [Membership Program](#)
- [Credit](#)

"Over 6 million loan requests and more than \$21 billion in closed loans.*"





1. [Fill out one simple form.](#) 2. Receive up to four offers. 3. Accept an offer and close your loan.

Does LendingTree charge consumers? No. [Here's why...](#)

[Am I obligated](#) to accept an offer?

I want to know more [about the Lenders](#) on your Network.

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Choose from local, leading full service real estate companies and receive up to \$1000 at The Home Depot®!

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Mortgage Rates At Record Lows


Save thousands over the life of your loan, take advantage of great rates now.

Home Equity Line/Loan




[Credit Card](#)

Saturday, September 21, 2002



3 Quick Steps to Getting Your Loan

1. Customize your loan.
2. Tell us about yourself
3. Tell us about your work and finances



Please do **not** use the Back button on your browser. If you need to back up to a previous page, please use the Back button within the form.

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- [Terms of Use](#)
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Customize Your Credit Card

Consumers with excellent credit may qualify for cards with rates as low as **0% intro** and **9.99% fixed**. [Click here for examples](#). We also provide credit cards for consumers who are building or rebuilding their credit.

What kind of credit card are you looking for? The answers to the questions below will help the lenders in our network tailor their offers to your specific needs.

At this time, we cannot accept Q-forms for borrowers located in Arizona or Tennessee.

1. What features are most important to you? (Check only what applies)

Low Intro Rate

Automobile Rewards

Airline Travel Rewards

Gasoline Rewards

Cash Back

Shopping Rewards

Smart Card / Chip Card

Other Rewards (not listed)

Hotel Rewards

Build or Rebuild Credit

No Preference

Occasionally, no credit card company can provide an offer that exactly matches your

The competitors

- There are still e-loan competitors.
- Just recently I received this email.
- E-loan made it's first profit in the 4th quarter of last year. They will not be going away.



E-LOAN **Lowest Mortgage Rates of the Year**

Mortgage Rates have fallen to their lowest point in over eight months. Interest rates are at the mercy of a volatile stock market. Take advantage of this rate drop by applying today.

Mortgage Rates: Search and Apply
Lower your monthly payment by refinancing. Get more cash.

Home Equity Rates: Search and Apply
Rates below Prime, already at historic lows.

Auto Rates as low as 4.79% APR
Apply today, Drive off today.

A line graph with a purple line representing mortgage rates. The line starts at a high point on the left, rises to a peak, then falls sharply to a low point, and finally rises slightly to a small peak before ending. The graph is set against a light yellow background with horizontal dashed lines.

EARN \$5⁰⁰
FOR 5 MINUTES
ASK ME HOW TODAY!



Heritage Family

SEE HOW YOU MEASURE UP
Have Your Credit Score Checked Today!



Your Credit Score.

Three little numbers on your credit report that "MEASURE" your credit rating.

Are you aware of what makes up a good credit score?
We can help you understand the meaning of those numbers
and how to increase your score.

MAKE AN APPOINTMENT FOR A FREE

Three little numbers on your credit report that "MEASURE" your credit rating.

Are you aware of what makes up a good credit score?
We can help you understand the meaning of those numbers
and how to increase your score.

MAKE AN APPOINTMENT TODAY AND RECEIVE....

\$5.00 Plus Your **FREE** Credit Score Evaluation *

or

\$25.00 If We Can't Help You Save Money On
Existing Loans With Others *



Heritage Family
CREDIT UNION

call us at: **1-888-252-8932** or visit us on the web at: **www.hfcuvt.com**

* Limited time only. Certain restrictions apply.



The Winners Edge
- Knowledge



The More You Learn the More You Earn

- Learn more = Earn more.



Traveling University

- If you commute 15 minutes per day, in 4 years you will spend more time in your car than a college student spends in class.
- Turn your car into a traveling university.



Top 100 CU's have Libraries for their Employees.

- If you don't have a personal library = get one.
- If you don't have a corporate library = get one.



Experts Earn More

- Become an expert.
- If you read 15 minutes a day on one topic for 5 years, you will have read 50 to 75 books. That puts you in the top 1% of people on that topic.
- Experts earn more money.

Knowledge is Hidden Capital.



- Knowledge is Wealth.

What is the net worth of your brain?



- Increase your brain power.

An attorney friend of mine told me this story.

One of his clients increased the sales of his company from \$1 million to \$10 million in 5 years, and tripled profits and the bank called the line of credit.

Why, because they didn't increase their fixed assets at the same rate, and the bank considered them high risk.

What is your brain power worth? Has it doubled in the last 5 years? Has your employees brain power increased?



The Winners Edge Concept.

- Top 100 CU's know this = winners edge.
- One of the most powerful ideas of the 20th Century.
- "It states that a small difference in knowledge and ability can lead to a great difference in results."



The Winners Edge

- The Winners Edge.
- One Top 100 CEO said
- "Our ability to learn and apply new ideas faster than our competition is our only real sustained competitive advantage."



Ben Franklin

Two ways to gain knowledge.

“We can either buy it or borrow it.”

Buy it = full price through trial and error.

**Borrow it = some one else did the trial and error
and you travel down a lit and smoother path.**



Be An Expert

**Your goal should be to become
one of the most knowledgeable
experts in your field.**



**Never Stop learning –
go for the winners edge.**



Top 10 List

- What did we learn?

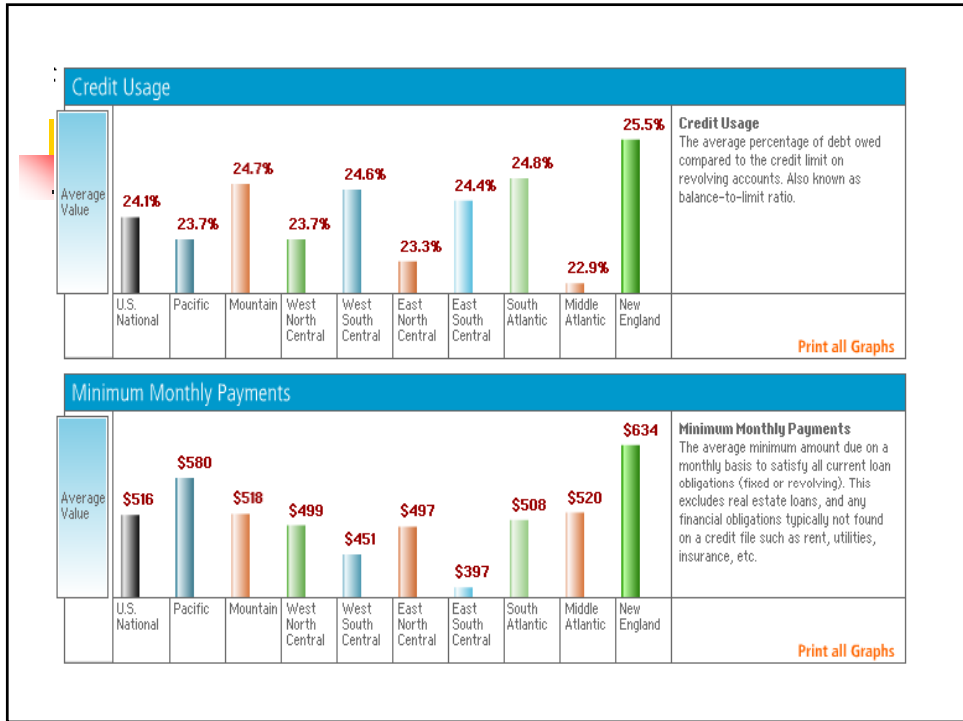
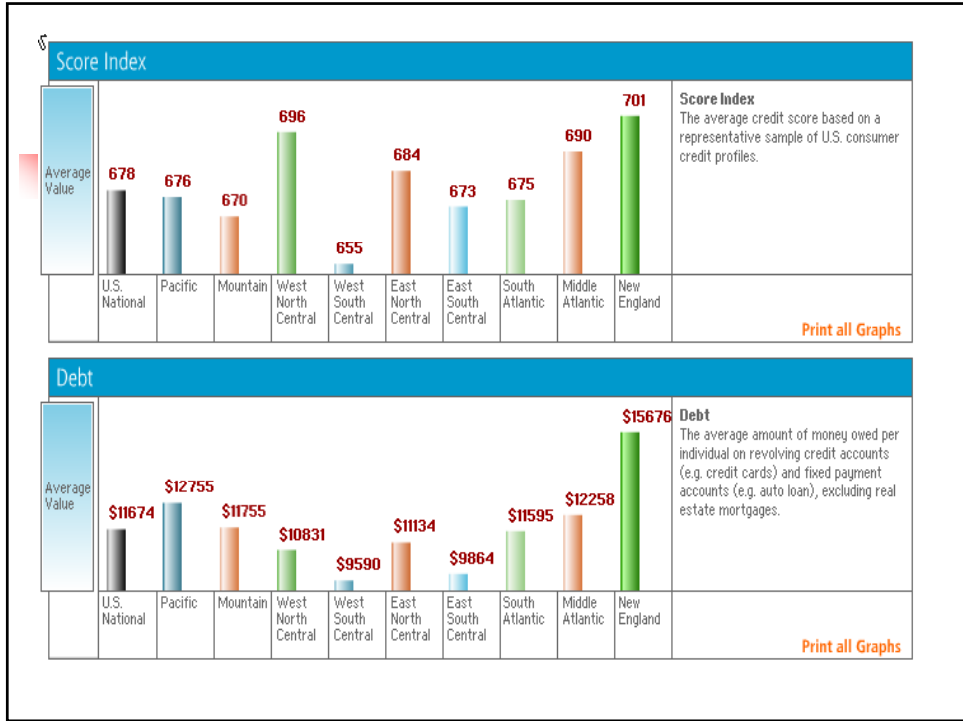


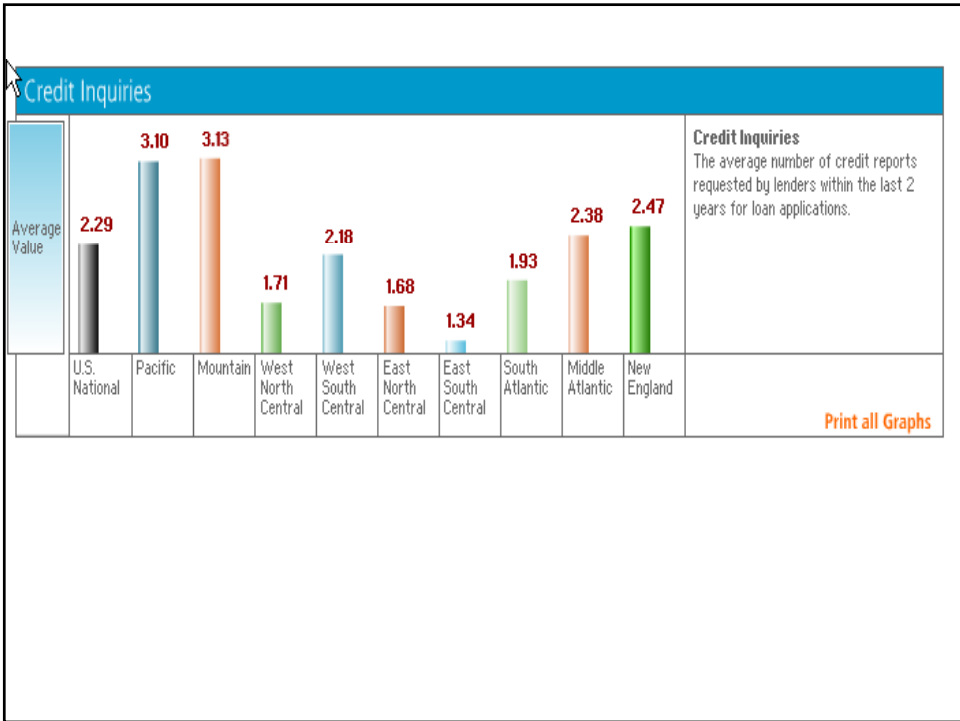
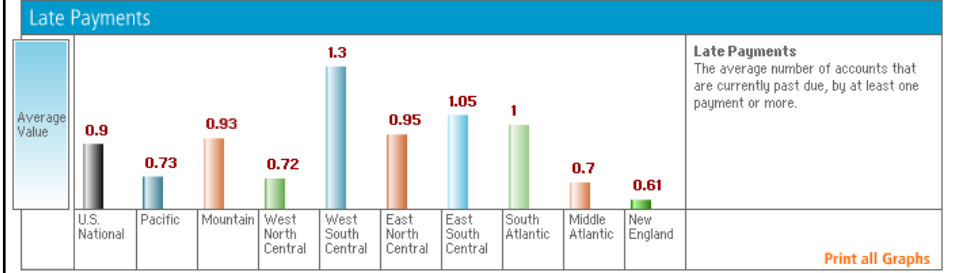
Top Ten:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10




FICO Score






Get the facts on your state and country

Please Select:

United States 

US 2000 CENSUS POPULATION	281,421,906
Average Score for 18-29	637
Average Score for 30-39	654
Average Score for 40-49	675
Average Score for 50-59	697
Average Score for 60-69	722
Average Score for 70+	747

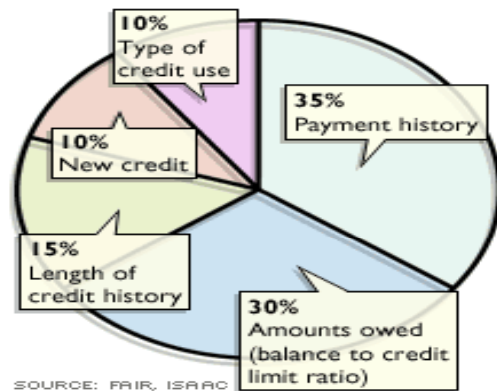


FICO Score

- Use these percentages as a guide:
 - 35% - Your Payment History
 - 30% - Amounts You Owe
 - 15% - Length of Your Credit History
 - 10% - Types of Credit Used
 - 10% - New Credit

FICO Score

Weighting of factors in a FICO score



SOURCE: FAIR, ISAAC

US population in 2003:

- Up to 499: 1%
- 500 - 549: 5%
- 550 - 599: 7%
- 600 - 649: 11%
- 650 - 699: 16%
- 700 - 749: 20%
- 750 - 799: 29%
- Over 800: 11%



Improving the score

- Keep Debt to a Minimum
- Keep your credit card balances low. High debt-to-credit-limit ratios drive your scores down.
- Owing the same amounts, but having fewer open accounts, can lower your score if you max out the accounts involved.



Improving the score

Don't close unused accounts, because zero balance might help your score.

Don't open new accounts that you don't need as a quickie approach to altering your debt-to-credit-limit ratios. That can lower your score.



Improving the score

Don't open several new accounts in a short period, especially if your credit history is less than three years. Adding accounts too rapidly sends up a red flag that you might not be able to handle your credit responsibly.



Improving the score

Several credit inquiries during a short period means you are attempting to open multiple new accounts, and that lowers your credit scores.



Improving the score

- Checking your own credit report does not affect your scores.
- Do try to open a few new accounts if you've had credit problems in the past. Pay them on time and don't max out your credit limits.



Information

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