

CUNA Michigan
**MEMBERSHIP BENEFITS
REPORT**

Michigan

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, high savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Michigan credit unions provided \$344,237,274 in direct financial benefits to the state's 5,077,608 members during the twelve months ending September 2017.

These benefits are equivalent to \$68 per member or \$129 per member household ⁽¹⁾.

Estimated total benefits of credit union membership are calculated by accounting for differences in credit union and bank pricing. Specifically, average credit union savings account yields, loan interest rates and fees are compared to average bank savings account yields, loan interest rates and fees. The interest rate differences are then applied to respective average credit union loan and savings balances. Fee differences are weighted and applied to credit union non-interest income to obtain the total estimated benefits arising from fees.

The per-member and per-household benefits delivered by Michigan credit unions are substantial, but these benefits are *averages*. Mathematically, that means the total benefits provided are divided across all members (or all member households) - even those who conduct very little financial business with Michigan credit unions.

Consider this:

Financing a \$25,000 new automobile for 60 months at a Michigan credit union will save members an average \$141 per year in interest expense compared to what they would pay at a banking institution in the state.

Further, loyal members - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

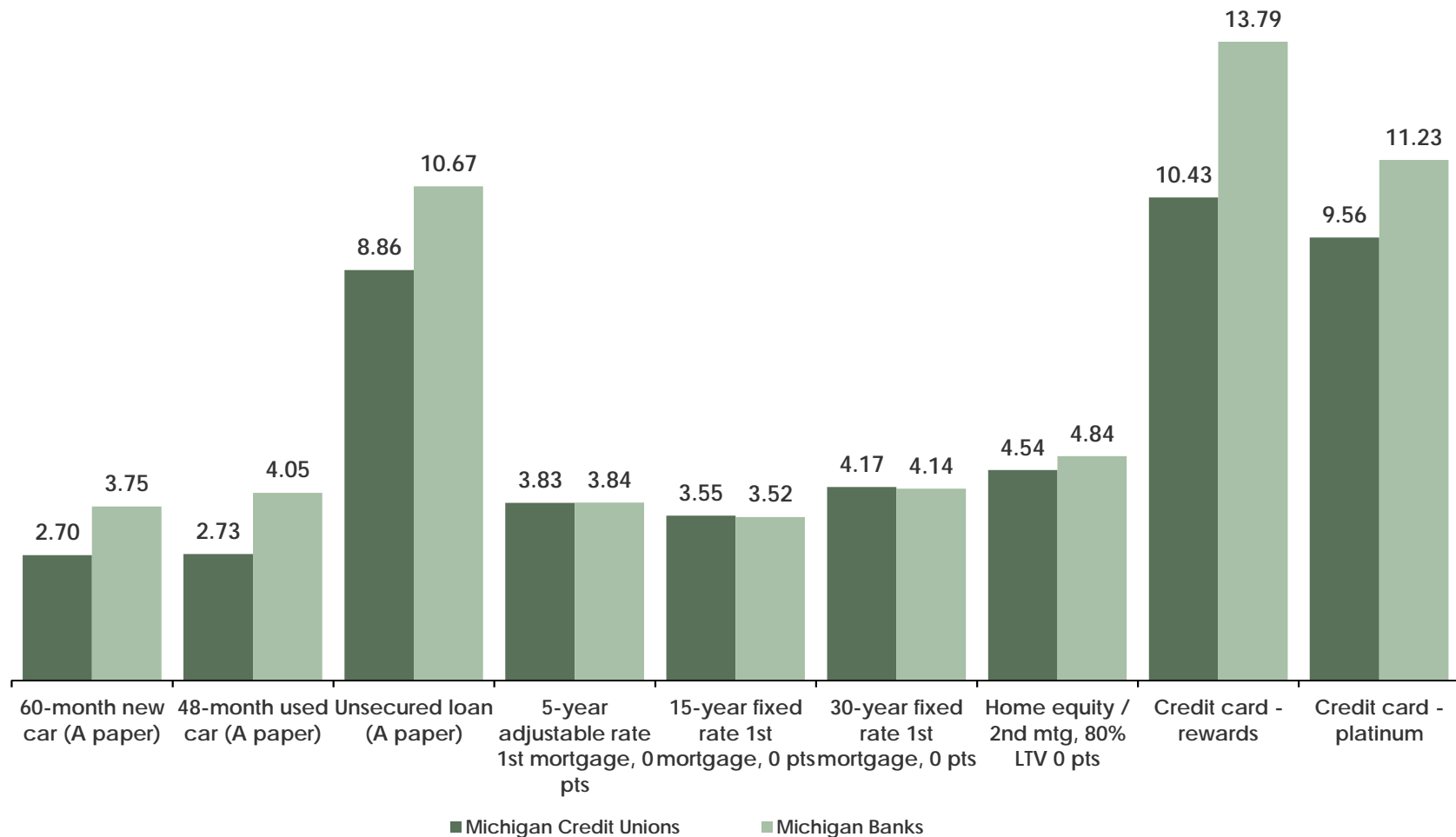
Michigan credit unions excel in providing member benefits on many loan and savings products. In particular, Michigan credit unions offer lower average loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-adjustable rate, home equity loans, credit cards loans.

Michigan credit unions also pay members higher average dividends on the following accounts: regular savings, share draft checking, money market accounts, certificate accounts, IRAs.



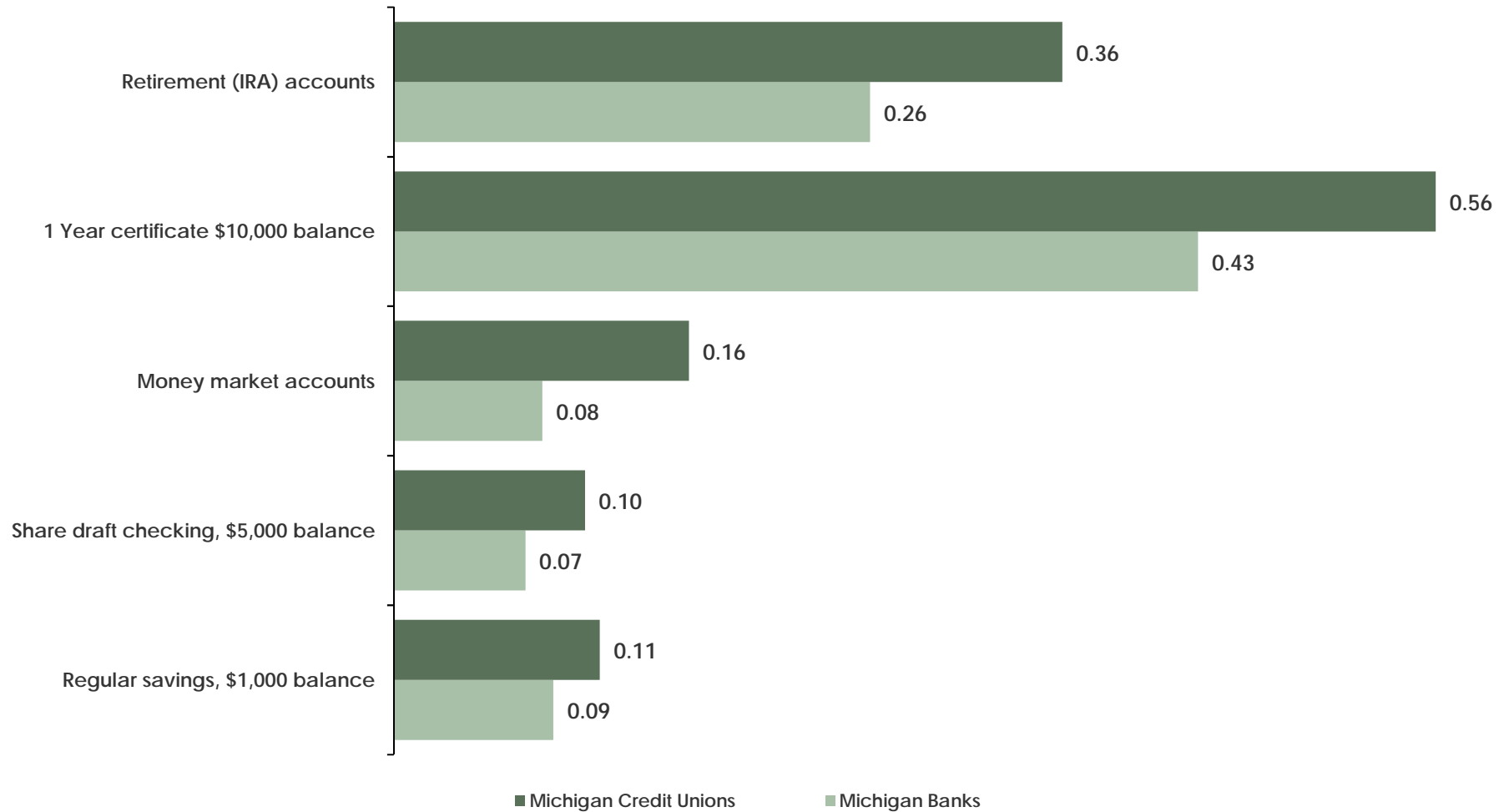
Loan Product Comparative Interest Rates (%)

by Loan Type



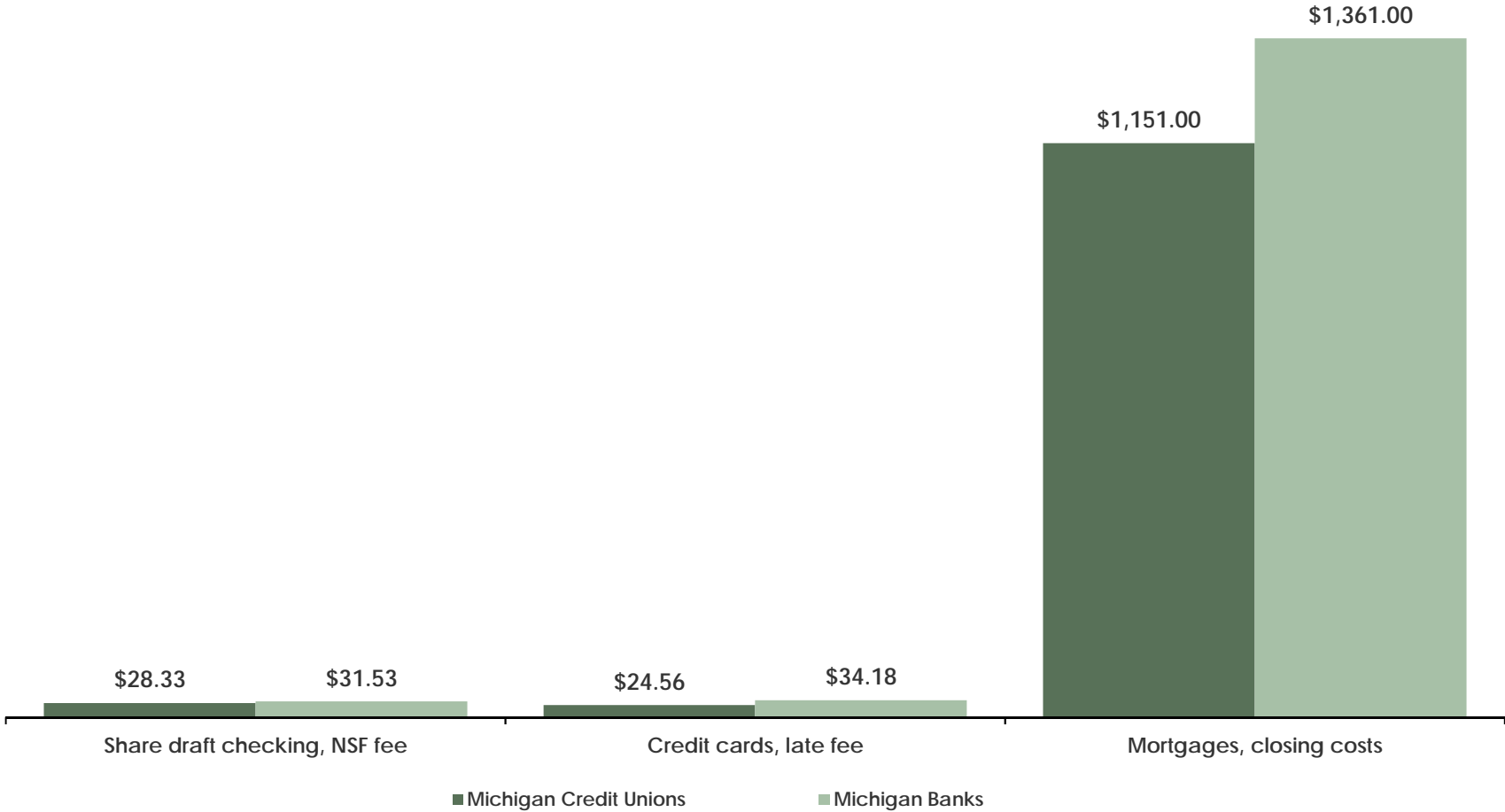
Savings Product Comparative Interest Rates (%)

by Savings Account Type



Comparative Fees

by Type



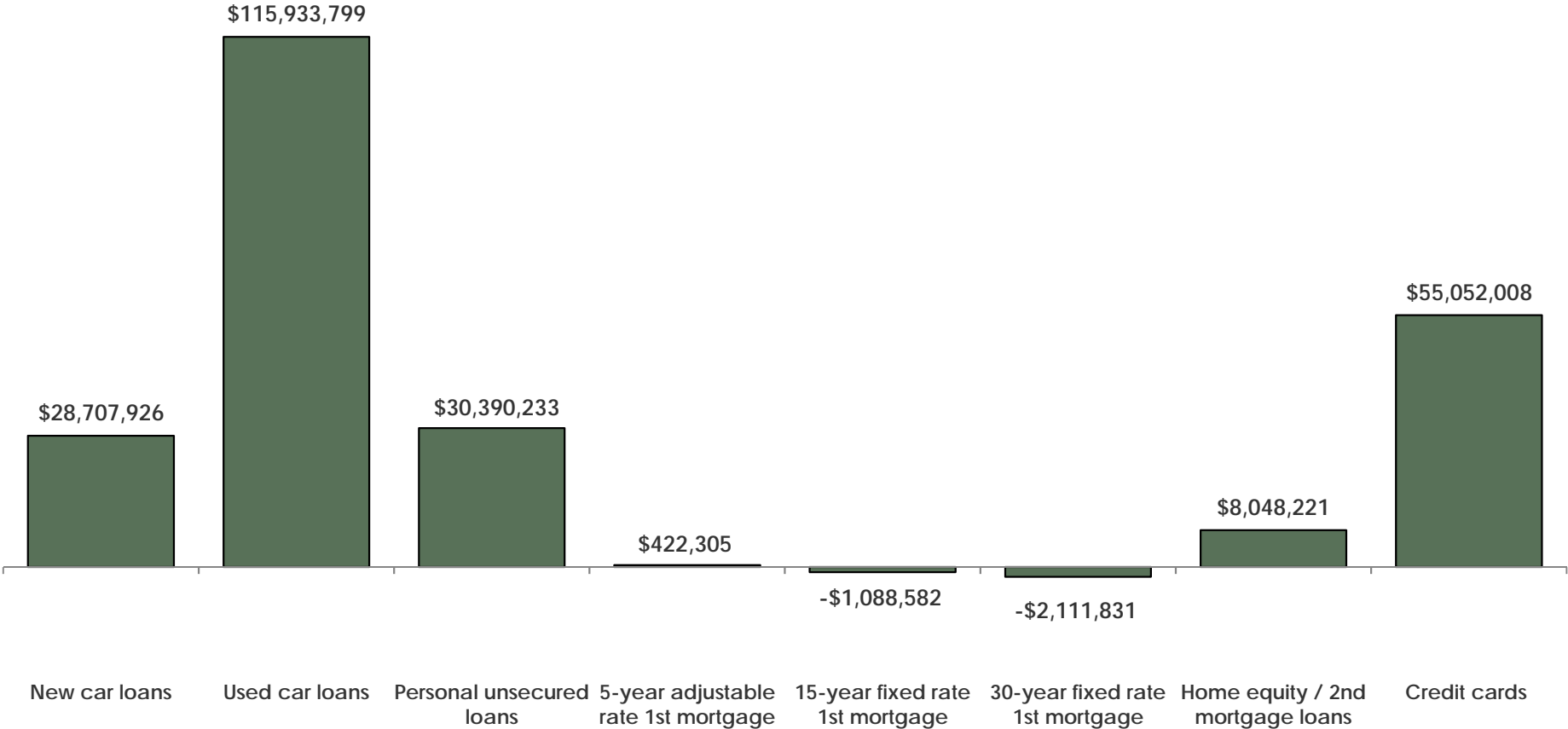
Michigan Credit Union and Banking Institution September 2017 Average Interest Rates and Fees

Loan Products	Average Rate at Credit Unions (%)	Average Rate at Banks (%)	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.70	3.75	-1.05
48-month used car (A paper)	2.73	4.05	-1.32
Unsecured loan (A paper)	8.86	10.67	-1.81
5-year adjustable rate 1st mortgage, 0 pts	3.83	3.84	-0.01
15-year fixed rate 1st mortgage, 0 pts	3.55	3.52	0.03
30-year fixed rate 1st mortgage, 0 pts	4.17	4.14	0.03
Home equity / 2nd mtg, 80% LTV 0 pts	4.54	4.84	-0.30
Credit card - rewards	10.43	13.79	-3.36
Credit card - platinum	9.56	11.23	-1.67
Savings Products			
Regular savings, \$1,000 balance	0.11	0.09	0.03
Share draft checking, \$5,000 balance	0.10	0.07	0.03
Money market accounts	0.16	0.08	0.08
1 Year certificate \$10,000 balance	0.56	0.43	0.13
Retirement (IRA) accounts	0.36	0.26	0.10
Fee Income			
Share draft checking, NSF fee	\$28.33	\$31.53	-\$3.20
Credit cards, late fee	\$24.56	\$34.18	-\$9.62
Mortgages, closing costs	\$1,151.00	\$1,361.00	-\$210.00

Source: Datatrac

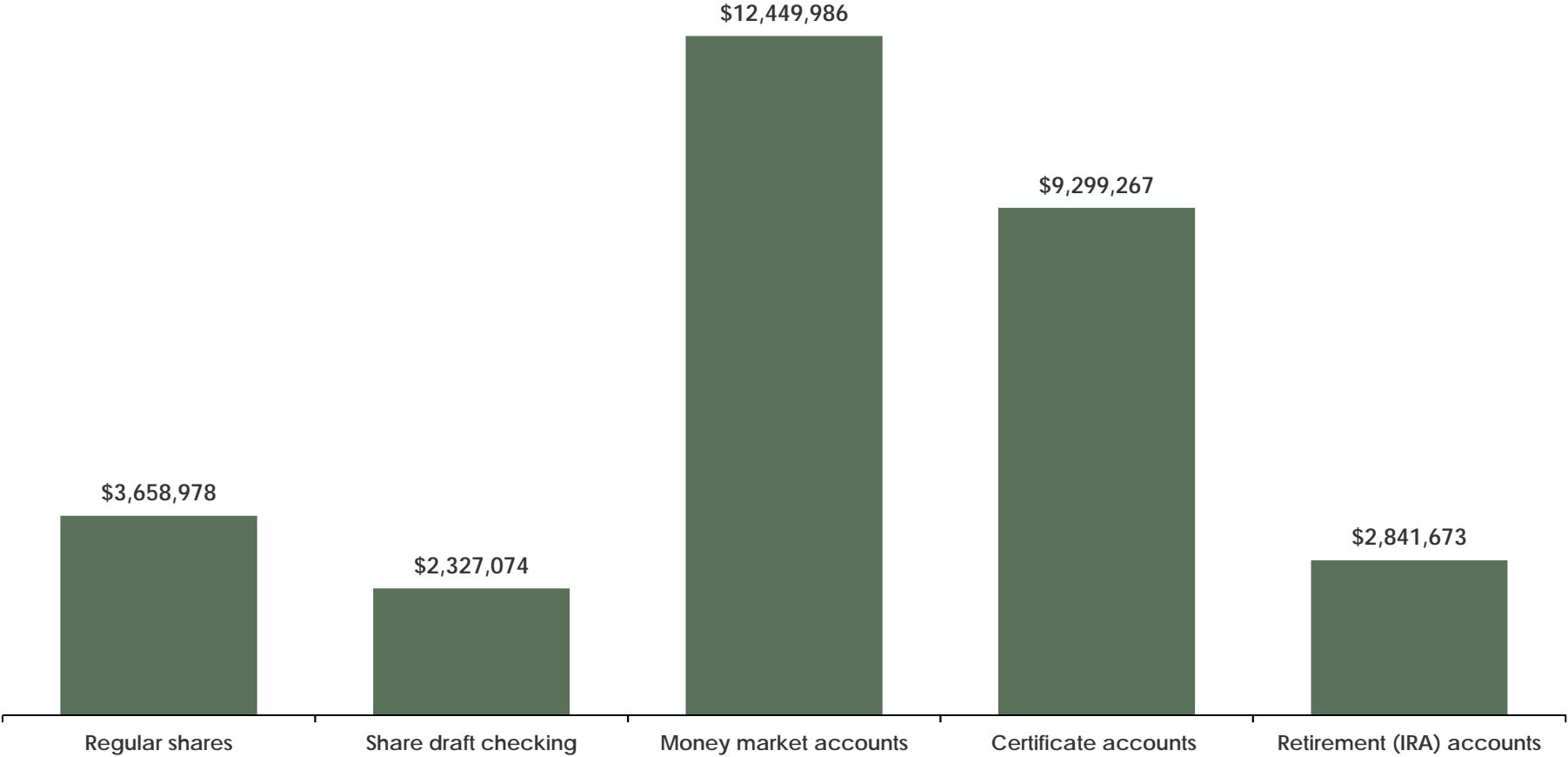
State Credit Union's Total Loan Rate Benefits

Compared to State Banking Institutions
by Loan Type



State Credit Union's Total Savings Dividend Benefits

Compared to State Banking Institutions
by Account Type



Estimated Financial Benefits for Michigan Credit Unions September 2017

Loans	Avg. Balance at Credit Unions (1)	Rate Difference vs. Michigan Banks (%) (2)	Total Financial Benefit to Your Members
New car loans	2,726,298,743	-1.05	\$28,707,926
Used car loans	8,769,576,355	-1.32	\$115,933,799
Personal unsecured loans	1,680,875,705	-1.81	\$30,390,233
5-year adjustable rate 1st mortgage	5,278,806,542	-0.01	\$422,305
15-year fixed rate 1st mortgage	4,031,786,802	0.03	-\$1,088,582
30-year fixed rate 1st mortgage	6,211,267,905	0.03	-\$2,111,831
Home equity / 2nd mortgage loans	2,673,827,684	-0.30	\$8,048,221
Credit cards	1,873,632,543	-3.36	\$55,052,008
Interest rebates			\$11,995,210
Total CU member benefits arising from lower interest rates on loan products:			\$247,349,288
Savings			
Regular shares	14,635,911,106	0.03	\$3,658,978
Share draft checking	7,272,104,857	0.03	\$2,327,074
Money market accounts	15,759,475,806	0.08	\$12,449,986
Certificate accounts	7,265,052,209	0.13	\$9,299,267
Retirement (IRA) accounts	2,745,577,708	0.10	\$2,841,673
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$30,576,977
Fee Income			
Total CU member benefit arising from fewer / lower fees:			\$66,311,009
Total CU member benefit arising from interest rates on loans, savings products and lower fees:			\$344,237,274
Total CU member benefit / member:			\$68
Total CU member benefit / member household:			\$129

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2017 and September 2016, according to the NCUA call report.; (2) Source for rates and fees: Datatrac;

Membership Benefits Report

CUNA Economics and Statistics

Michigan Credit Union Performance Profile

Demographic Information	Sep 17	Sep 16
Number of branches	1,073	1,056
Total assets (\$ mil)	59,560	55,526
Total loans (\$ mil)	38,979	34,905
Total surplus funds (\$ mil)	17,886	18,136
Total savings (\$ mil)	50,225	46,984
Total members (thousands)	5,193	5,019
Growth Rates (Trailing 12 months) *		
Total assets	7.9 %	9.8 %
Total loans	12.4 %	11.1 %
Total surplus funds	-0.9 %	7.3 %
Total savings	7.6 %	10.2 %
Total members	4.4 %	4.1 %
Earnings - Basis Pts. *		
Yield on total assets	351	343
Dividend / interest cost of assets	41	40
Fee & other income	156	160
Operating expense	337	343
Loss Provisions	31	29
Net Income (ROA) after stabilization exp	97	91
Capital Adequacy		
Net worth / assets	11.7	11.6
Asset Quality *		
Delinquencies / loans	0.7	0.7
Net chargeoffs / average loans	0.5	0.4
Total borrower-bankruptcies	33	28
Bankruptcies per 1000 members	1.5	1.4
Asset/Liability Management		
Loans / savings	77.6	74.3
Loans / assets	65.4	62.9
Long-term assets / assets	37.4	36.5
Core deposits/shares & borrowings	44.3	44.2
Productivity		
Members / potential members	1.6	2.0
Borrowers / members	60.1	58.9
Members / FTE	349	354
Average shares / members (\$)	9,671	9,361
Average loan balances (\$)	12,495	11,809
Salary & Benefits / FTE	66,882	65,147

* Earnings, net chargeoffs, and bankruptcies are year-to-date numbers annualized. Due to significant seasonal variation, balance sheet growth rates are for the trailing 12 months.