

# Spark!

Insight to Drive Performance

**CU Rate Reset™**

Our Brand is Built On Your Success

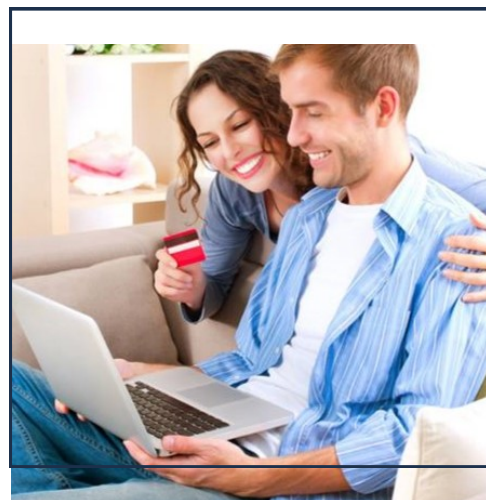
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[CURateReset.com](http://CURateReset.com)

## ACU Launches Digital Credit Card Pre-Approvals

Americas Credit Union (ACU) in Duval, Washington launches the newest solution—CU RateReset’s Digital Pre-Approval Credit Card. This innovative solution allows a credit union to send an individualized pre-approval “P”URL (Personalized URL) via email, text, social media or traditional mail. The member is provided the opportunity to select the options the credit union offers, execute the necessary documents, and authorize the credit union to do balance transfers. Want to see a “P”URL in action? Contact Joe Brancucci at [joe.brancucci@ratereset.com](mailto:joe.brancucci@ratereset.com) for a demo. Almost 70% of members who opened the PURL opened a new credit card!

Coming Soon:



## Callahan’s Blog

In a recent blog, Callahan and Associates speaks to the value of elevating the Member Experience through solutions that digitize what the member needs. With their permission, here is the article:

<http://mobile.creditunions.com/#/5451/blogs/commentary/why-cant-bigger-be-better>

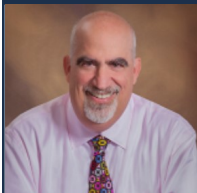


## Welcome to the CU RateReset Family of Credit Unions



Financial Freedom for ALL.®

## Contact Us



Talk to Joe.....If you have a question, want information about one of our solutions, or just want to connect, send an email to [joe.brancucci@ratereset.com](mailto:joe.brancucci@ratereset.com).

## News & Events

Stop by and see us at the NACUSO Networking Conference April 10-13 in Orlando...let’s talk about “P”URLs