

Spark!

Insight to Drive Performance

CU RateReset™
Our Brand is Built On Your Success

CU Rate Reset Newsletter | Volume 1, Issue 2 | June, 2017

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The Partnership FCU Reaches Milestone....

The Partnership FCU located in Arlington, VA proves that size is not an indicator of success with a digital strategy. This \$156 million, 10,500 member credit union reached the \$1 million in loan balances reset using the CU Rate Reset solutions. 8.9% of the unique members offered the reset option accepted it and reset their auto or personal loan. The members extended their auto loans an average of 19 months and their personal loans an average of 20 months. The credit union increased the yield on those loans 48 bps on auto and 100 bps on personal loans. And just as important, there are no delinquency or charge-offs in the reset loans. Congratulations to The Partnership FCU Team!!!

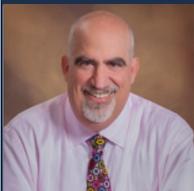
Linked-In Post.....

Recently, Joe Brancucci wrote a short post in Linked-in that really resonated with the Linked-in community. With over 6000 views the message is simple - Credit Unions are doing fine, however the three words "we 're doing fine" are the most dangerous in business. It is something we all should consider when we delay making the changes we need... Here is a link to that post:

<https://www.linkedin.com/feed/update/urn:li:activity:6279637008759472128>



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.



New CU RateReset Team Member

We are excited to announce that Foster Kelly joined the CU RateReset Team as the Manager of Client Success. He brings to the team practical experience originating home loans, and a creativity and success in helping members solve their financial problems so they can qualify for a home loan. He will be working with our prospects and current clients to show them how the CU RateReset Solutions can help them in their digital transformation journey, while dramatically improving the Member Experience and the effectiveness of the loan pre-approval process. He can be reached at fkelly@ratereset.com

Going Live.....

**POWER
FINANCIAL
CREDIT
UNION™**

**Financial
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**RED ROCKS™
CREDIT UNION**

Democracy
Federal Credit Union

Financial Freedom for ALL.*