

Spark!

Insight to Drive Performance

CU RateReset™
Our Brand is Built On Your Success

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CURateReset.com

The CU RateReset Brand is Based on our Credit Unions' Success

The ultimate success of a CUSO is the success of its participating credit unions. After our first full year of operation, the following are some relevant facts about the CUSO and the success of each of our major products. Thank you to all our credit unions for your imagination, innovative spirit and willingness to embrace a digital transformation strategy.

Today CU RateReset credit unions serve almost 5.8 million members and have combined assets in excess of \$81.5 billion in assets. They range in size from \$45 million to \$23 billion in assets. We have credit unions physically located in 16 states, however because of some of their fields of membership we cover the entire United States, Puerto Rico, Guam and the Virgin Islands. Here are some of the aggregate success statistics for our key products:



Reset Mortgage—CU RateReset credit unions have successfully reset over \$1 billion in mortgages. The estimated back office savings using the CU RateReset Reset Mortgage product exceeds \$ 7 million. The digital offer has had an 80% acceptance rate, and a 75% mortgage loan retention rate.

Reset Auto— CU RateReset credit unions have reset over \$ 140 million in auto loans, saved millions of dollars by modifying rather than suffering the FASB 91 implications of a pay-off or internal refinance. They have an average increase in yield of 43 BPS, and an average term extension of 18 months. Proven very effective with indirect loans

Digital Pre-Approval Credit Cards—This program has great results and is rapidly being implemented in a number of credit unions. Over 8% of the offers presented were opened, and in over 3% of the total offers, the PURL or MEO code were activated. 70% of the opened PURL/MEO codes accepted the offer, and a little over 12% did a balance transfer. The offer/new card rate is over 2.1% - at a fraction of the cost of a traditional offer. As we have fine-tuned this product, our acceptance rate is increasing.

Member Satisfaction— Some of our credit unions have begun to use a Member Survey at the end of each interaction. Our solutions are built to improve the Member Experience and so far the member survey results have indicated we have been successful. With Net Promoter Scores of between 71-92, and the vast majority saying they would make no changes to the process and that they were "very satisfied" we think our digital transformation solutions are hitting the mark.

New Products—2017 was a busy innovation year. In addition to perfecting our award winning Reset Mortgage, Auto and LoanGen products we introduced Reset Credit Card, Reset CD, Reset Personal Loan and Reset Home Equity. We developed an entirely new product line, Digital Pre-Approvals, with Credit Cards in production, and Digital Pre-Approval Auto Recapture, Home Equity, Personal and New CD in beta testing.

New Partner



We are thrilled to welcome as our newest partner CU Strategic Planning

Come See Us in Person

CUNA GAC 2018 in Washington DC; February 25-28, 2018

Contact Us

Contact Joe or Foster....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, or fkelly@ratereset.com

Welcome to the CU Family Of CUs



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