



cu\$trategies

*Partnering with Credit Unions Across the Nation
To Increase Loan Growth, Profitability, and Membership Growth*

cuStrategies e-newsletter – April 2019

*Become Relationship Builders!
Transform Your Culture for Growth*

Become Relationship-Focused instead of Transaction-Focused

What can credit unions do to transform their employees to become more relationship-focused rather than transaction-focused?

To determine where you are on the scale of being relationship builders, answer the following questions:

1. Are your tellers engaged in TMI (too much information about nothing) during a transaction or are they engaged asking the member the right questions to determine if we can help them achieve financial freedom?
2. Are you loan processors just responding to the member's request or engaging in the right conversation to determine the best solutions for your members?
3. Are your underwriters assessing risk based on the credit score and denying a quality loan based on the credit score?
4. Are your branch loan officers/processors sitting beside your members, engaging them, and building stronger relationships with them by reviewing their credit report with them and showing them what is impacting their credit score and what they can do to improve their credit score?
5. Has your staff ever improved your member's credit score from 482 to 702 in four months and changed their lives forever?

6. Has your staff ever lowered a member's monthly payments on loans with other financial institutions by \$700 per month saving them over \$60,000 in interest thus capturing more quality profitable loans for the credit union rather than responding to a request for a \$2,000 promotional loan?
7. Has your staff ever convinced a member to keep their car after they voluntarily dropped it off as a voluntary repossession and purchased another car because you showed them why they might want to keep the car and showed them it would protect their credit and their credit score so they can continue to get loans with the credit union in the future?
8. Has your staff ever convinced a 26-year-old member into paying the credit union back \$11,000 on a car loan that the credit union sold due to repossession?
9. Has your staff ever paid off your members' credit card balances and motivated them to NOT charge and max out their credit cards again after you paid them off?
10. Have your members ever cried, danced, and/or hugged you because they came in asking for a \$1,000 loan to get caught up but walked out with an extra \$595 cash each month because you restructured all their loans not with the credit union helping them become debt-free with the exception of the mortgage?

If your staff are not consistently engaged with every member, every time going beyond the simple loan request to build stronger relationships and increase loan opportunities through a holistic approach to member engagement, then you may want to consider investing in your staff to help them become confident and successful helping members achieve financial freedom.

What Can You Do To Increase Member Engagement and Loan Growth?

Get your staff engaged and focused on building stronger relationships and help your members lower their monthly payments on loans with other financial institutions, eliminate high interest rate credit card balances, and improve their credit scores while capturing quality profitable loans for the credit union and building such loyalty with your members that they will always pay you! Get your staff focused on offering the right solutions to create solutions that create WIN/WIN/WIN outcomes!

When we focus on Relationships, we create
WIN/WIN/WIN SOLUTIONS/OUTCOMES...

| Credit Union | HELP Members | Employees |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Increased quality loans • Increased profitability • Increased membership • Increased retention/loyalty • Staff engagement • Staff enthusiasm | <ul style="list-style-type: none"> • Help raise their credit score • Eliminate high-risk credit card balances • Lower monthly payments on loans with other financial institutions • Protect against predatory lending | <ul style="list-style-type: none"> • Intangible reward of making a difference in people's lives • Engagement • Enthusiasm • Tangible rewards: incentives, surPRIZES, recognition, etc. |

Mobiloil Federal Credit Union, one of cuStrategies' clients, has and continues to experience phenomenal success! Mobiloil Federal Credit Union has been one of our clients for over 5 years, and they have a dynamic, engaged team who have a passion for making a difference in their members' lives, and they are reaching out into the communities to reach more people through their dynamic business development team! They partner with their members to help them find solutions that will RAISE their credit score, LOWER their monthly payments on loans with other financial institutions, and ELIMINATE high-interest-rate credit card balances to help them achieve FINANCIAL FREEDOM!

| Key Performance Metric | Mobiloil Federal Credit Union 2017 | Credit Union Industry 2017 |
|------------------------|------------------------------------|----------------------------|
| Capital Ratio | 12.89 | 11.0 |
| ROA | 1.43 | 0.77 |
| Loan Growth | 12.34 | 10.0 |
| Membership Growth | 11.38 | 4.1 |
| Delinquency Ratio | 0.67 | 0.81 |

More Credit Union Success Stories

- One of cuStrategies clients increased loan growth from 14% to 26% in one year with mostly direct auto loans using cuStrategies' Program and maintained a low delinquency ratio and charge-off ratio (Chris Corkery, CEO, Advantage One Credit Union)
- One of cuStrategies clients increased loan growth by 33% in one and sustained that growth for a minimum of three years while maintaining a low delinquency ratio and charge off ratio (Sue Rodriguez, CEO, Baker Federal Credit Union)
- Another credit union client captured a \$170,000 mortgage one day subsequent to cuStrategies Training Program with their first Credit Score Analysis (CSA) (Kathy Karner, CEO, T&I Credit Union)
- A loan officer closed \$90,000 in new secured loans in one day subsequent to cuStrategies Training Program from the last five unsecured loan requests that had been denied recently using cuStrategies CSA Lending Program and strategies (Joy Watts, CEO, Nova Credit Union)

Nothing is more exciting than to see staff engaged to help their credit union grow by creating positive member experiences to build loyalty; bringing in more quality profitable loan opportunities; and **working hard on the frontline to prevent loan losses** by building strong relationships.

Credit unions who have used cuStrategies' programs and services have experienced a **transformation in their culture with enthusiastically engaged employees, enhanced leadership, positive synergy amongst teams, and raving fans from their membership** as a result of their member experiences!

cuStrategies proudly partners with credit unions across the nation to help them experience increased loan growth, membership growth, profitability, and member retention.

cuStrategies offers executive leadership coaching; leadership development; strategic planning; and an array of training programs; lending strategies; marketing strategies; a business development program; a performance goal program; compensation and reward program, lending assessment program; and other services.

For more information on how to create and maintain a strong and vibrant CARING culture for growth and profitability, please contact Celeste Cook, CEO/Founder of cuStrategies, today at ccccook@custrategies.com or 404.783.5898. Her website is www.custrategies.com.

Celeste C. Cook

Speaker, Consultant, Trainer

Bringing you her credit union experience, expertise, proven strategies, positive energy, and passion for service!!!

Celeste Cook is founder and President/CEO of cuStrategies LLC. As a **credit union industry strategist, Celeste provides strategic planning services, experienced consulting services, and expert training programs to the credit union industry.** In addition to being a consultant and trainer, she is a keynote and motivational speaker with a dynamic and engaging style that have made her highly sought after within the credit union industry. Celeste has also served as an industry expert as well as a motivational and keynote speaker for credit union associations and leagues nationwide.

Along with being CEO of cuStrategies LLC, she has been involved in the credit union industry for more than 20 years and a professional speaker and trainer for 15 of those years – also working for a \$1.6 billion credit union in Atlanta, Georgia, and working as a consultant and trainer with Rex Johnson of Lending Solutions Consulting.

Celeste's expert training programs/schools in lending, marketing/business development, leadership, and sales and service for credit unions have helped credit unions with assets ranging from \$20 million to \$2 billion. She brings her credit union expertise, experience, and **proven strategies**, which have fostered her credit union clients' increases in loan growth and profitability. For instance, one credit union experienced 33% loan growth in 12 months using cuStrategies' lending strategies. Celeste also increased loans by 215% in nine months through SEGs during her tenure in Business Development at MAX Credit Union in Montgomery, Alabama.

Celeste has a degree in business management and a Certification in Sales Leadership Strategies through the Credit Union National Association. She has been a contributor to industry publications such as CUinsight, Credit Union Executive Society, Credit Union Times, and Credit Union Journal as well as **Branch Managers Letter**, a national publication. Celeste is also writing a book on leadership and service.