# CUNA connexus cu MEMBERSHIP BENEEITS 

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## Connexus CU

## The Benefits of Membership

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

The Credit Union National Association (CUNA) estimates that Connexus CU provided \$7,360,536 in direct financial benefits to its 442,995 members during the twelve months ending June $2023{ }^{(1)}$.

## These benefits are equivalent to $\$ 17$ per member or $\$ 35$ per member household ${ }^{(2)}$.

The per-member and per-household member benefits delivered by Connexus CU are substantial. But, these benefits are reported as averages. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a $\$ 30,000$ new automobile for 60 months at Connexus $C U$ will save members an average $-\$ 15$ per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately -\$75 in savings over 5 years.

Further, loyal members(3) - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Connexus CU provided loyal high-use member households $\$ 1470$ in direct financial benefits during the twelve month period.

Connexus CU excels in providing member benefits in many loan and savings products. In particular, Connexus CU offers lower loan rates on the following accounts: first mortgage-fixed rate, first mortgageadjustable rate, home equity loans.

Connexus CU also pays its members higher dividends on the following accounts: regular savings, share draft checking, certificate accounts, IRAs.

Member Benefit Marketing Toolkit
Show members how much you save them!


[^0]
## Savings Product Comparative Interest Rates (\%)

## by Savings Account Type



## Loan Product Comparative Interest Rates (\%)



## Comparative Fees

by Type
\$2,400.00
\$2,935.00


## Interest Rates at Connexus CU and Banking Institutions in Wisconsin

| Loan Products | Rate at your Credit Union (\%) * | Average Rate at Banks (\%) * | Rate Difference vs. Banks (\%) |
| :---: | :---: | :---: | :---: |
| 60-month new car (A paper) | 7.14 | 7.05 | 0.09 |
| 48-month used car (A paper) | 7.24 | 7.14 | 0.10 |
| Unsecured loan (A paper) | 10.49 | 0.00 | 10.49 |
| 5-year adjustable rate 1st mortgage, 0 pts | 6.74 | 7.27 | -0.53 |
| 15-year fixed rate 1st mortgage, 0 pts | 6.13 | 7.34 | -1.22 |
| 30 -year fixed rate 1st mortgage, 0 pts | 7.13 | 7.80 | -0.67 |
| Home equity / 2nd mtg, 80\% LTV 0 pts | 5.99 | 7.97 | -1.98 |
| Credit card - classic | 19.74 | 18.07 | 1.67 |
| Credit card - platinum | 18.24 | 8.78 | 9.46 |
| Savings Products |  |  |  |
| Regular savings, \$1,000 balance | 0.25 | 0.12 | 0.13 |
| Share draft checking, \$5,000 balance | 1.75 | 0.09 | 1.66 |
| Money Market Accounts | 0.25 | 0.46 | -0.21 |
| 1 Year certificate \$10,000 balance | 5.31 | 1.45 | 3.86 |
| Retirement (IRA) accounts | 2.78 | 0.96 | 1.82 |
| Fee Income |  |  |  |
| Share draft checking, NSF fee | \$4.00 | \$29.29 | -\$25.29 |
| Credit cards, late fee | \$0.00 | \$34.18 | -\$34.18 |
| Mortgages, closing costs | \$2,400.00 | \$2,935.00 | -\$535.00 |

[^1]

## Your Credit Union's Total Savings Dividend Benefits

## Compared to Banking Institutions in Your State <br> by Account Type



## Membership Benefits Report

Annual Member Benefit of Loan Products with Various Terms


## Membership Benefits Report

## Annual Member Benefit on Savings Products with Various Terms



## Membership Benefits Report

## Estimated Financial Benefits for Connexus CU



## Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2023 and June 2022 according to the NCUA call report.
(2) Rates and fees as of $11 / 14 / 2023$. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# Certificate of Excellence 

is here6y granted to:

## Connexus CU

The Credit Union National Association has determined that Connexus CU provided $\$ 7,360,536$ in direct financial benefits to its 442,995 members during the twefve months ending in June 2023. These benefits are equivalent to approximately $\$ 35$ per member household.

Connexus CU provided loyal high-use member households $\$ 1,470$ in direct financial Genefits.

Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer//ower fees compared to banking institutions.

## Connexus CU Performance Profile

| Demographic Information | Jun 23 | Jun 22 |
| :---: | :---: | :---: |
| Number of branches | 15 | 17 |
| Total assets (\$ mil) | 5,285 | 4,893 |
| Total loans (\$ mil) | 4,701 | 4,079 |
| Total surplus funds (\$ mil) | 392 | 603 |
| Total savings (\$ mil) | 4,595 | 4,333 |
| Total members (thousands) | 451 | 435 |
| Growth Rates (Year-to-date) |  |  |
| Total assets | 8.0 \% | 36.6 \% |
| Total loans | 15.2 \% | 29.2 \% |
| Total surplus funds | -35.0 \% | 108.4 \% |
| Total savings | 6.0 \% | 36.9 \% |
| Total members | 3.6 \% | 12.2 \% |
| Earnings - Basis Pts. |  |  |
| Yield on total assets | 693 | 627 |
| - Dividend/interest cost of assets | 251 | 127 |
| + Fee \& other income | 55 | 45 |
| - Operating expense | 353 | 389 |
| - Loss Provisions | 85 | 49 |
| = Net Income (ROA) | 59 | 107 |
| Capital adequacy |  |  |
| Net worth / assets | 8.5 | 9.3 |
| Asset quality |  |  |
| Delinquencies / loans | 2.8 | 1.8 |
| Net chargeoffs / average loans | 0.8 | 0.4 |
| Asseł/Liability Management |  |  |
| Loans / savings | 102.3 | 94.1 |
| Loans / assets | 88.9 | 83.4 |
| Long-term assets / assets | 4.7 | 11.3 |
| Core deposits/shares \& borrowings | 17.5 | 22.5 |
| Productivity |  |  |
| Members/potential members | 7.1 | 6.9 |
| Borrowers/members | 58.3 | 54.9 |
| Members/FTE | 628 | 657 |
| Average shares/members (\$) | 10,194 | 9,956 |
| Average loan balances (\$) | 17,898 | 17,063 |
| Salary \& Benefits/FTE | 106,380 | 94,901 |



Transform member benefits into new business with a Member Benefit Marketing Toolkit

The Credit Union National Association (CUNA) and Datatrac have teamed up to bring you the analysis in this report. Member Benefit Marketing Tools provides you with practical applications for using data in this report to show members how much you save them, drive in new members, generate more loans and attract bigger deposits.

Member Benefit Marketing Tools prove to new and existing members:

- How much you saved your entire membership last year in interest and fees compared to the competition
- How much they will save on their next loan with you
- How much more they will earn on their deposits with you


## Member Benefit

Marketing Toolkits include:

- Lead generation for loans, deposits and new members
- Competitive comparison widgets for your website
- Facebook app
- Animated graphics for branch lobby digital displays
- Proof Points for use in marketing collateral
- Award Certification \& Trophy
- Press releases
- Newsletter copy
- Member handouts
- Subscription to the CUNA Member Benefits Report
Visit www.datatrac.net/ memberbenefits to see live examples, schedule a demo and receive a free competitive analysis.


Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios \& Spreads
Prompt Corrective Action (PCA) Checkup

Membership Benefits Report


[^0]:    Source: Datatrac, NCUA, and CUNA.
    (1) Rates and fees as of $11 / 14 / 2023$.
    (2) Assumes 2.1 credit union members per household.
    (3) A 'loyal member" is assumed to have a $\$ 30,000,60$-month new auto loan, a classic credit card with an average balance of $\$ 5,000$, a $\$ 200,000$, 30-year fixed rate mortgage (a 30 -year fixed rate mortgage is replaced with a 5 -year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand) , \$5,000 in an interest-bearing checking account, $\$ 10,000$ in a one-year certificate account, and $\$ 2,500$ in a money market account.

[^1]:    *Rates and fees as of $11 / 14 / 2023$. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

