

CUNA Excite Credit Union

# MEMBERSHIP BENEFITS REPORT

## Excite Credit Union

### *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 Excite Credit Union provided \$7,363,709 in direct financial benefits to its 43,783 members during the twelve months ending June 2022 <sup>(1)</sup>.

**These benefits are equivalent to \$168 per member or \$353 per member household <sup>(2)</sup>.**

The per-member and per-household member benefits delivered by Excite Credit Union 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 Excite Credit Union will save members an average -\$100 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately -\$500 in savings over 5 years.

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

CUNA estimates that Excite Credit Union provided loyal high-use member households \$1571 in direct financial benefits during the twelve month period.

Excite Credit Union excels in providing member benefits in many loan and savings products. In particular, Excite Credit Union offers lower loan rates on the following accounts: personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Excite Credit Union also pays its members higher dividends on the following accounts: share draft checking, certificate accounts, IRAs.



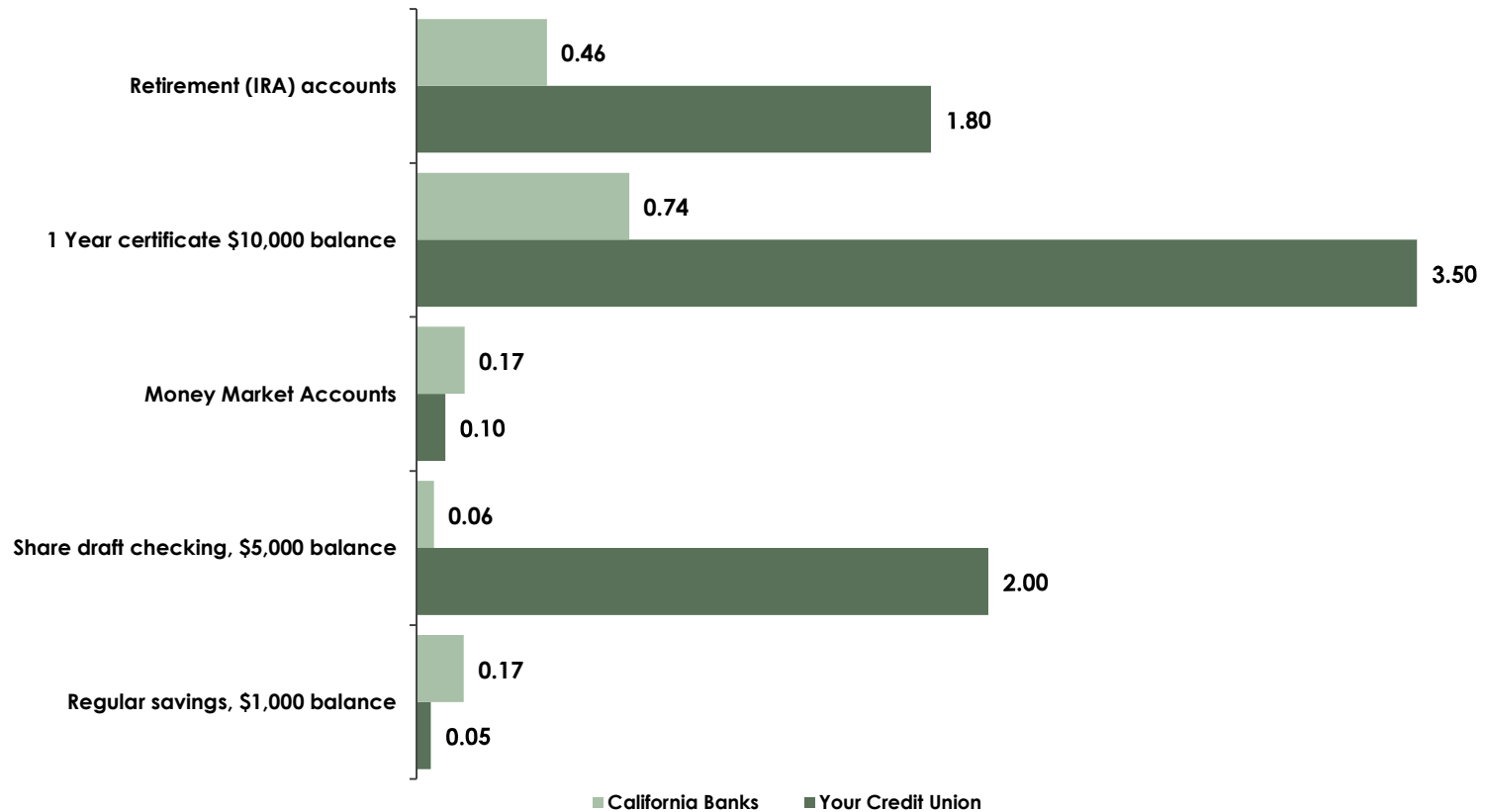
(1) Rates and fees as of 11/8/2022.

(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.

## Savings Product Comparative Interest Rates (%)

### by Savings Account Type

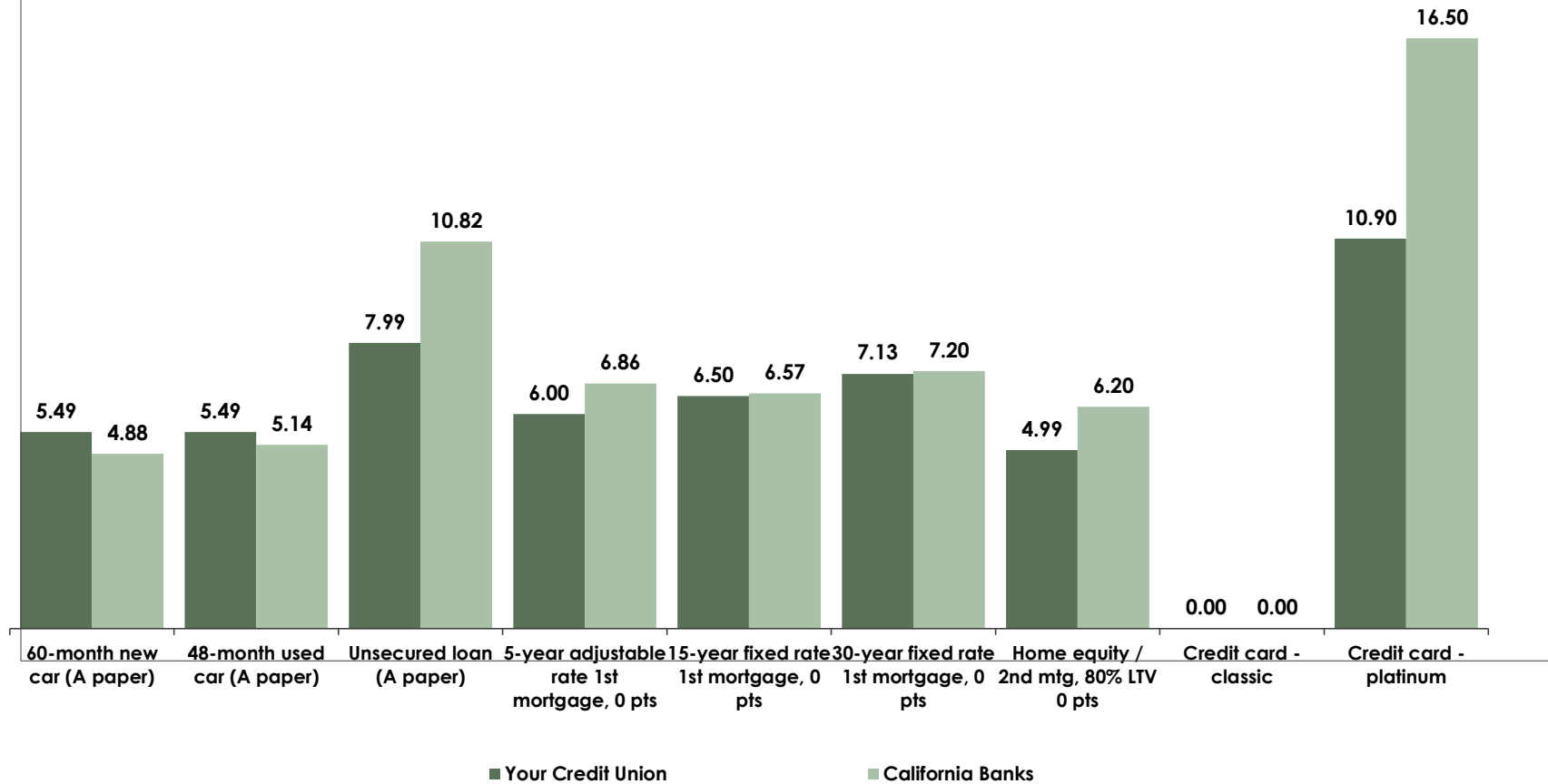


# Membership Benefits Report

CUNA Economics and Statistics

## Loan Product Comparative Interest Rates (%)

by Loan Type

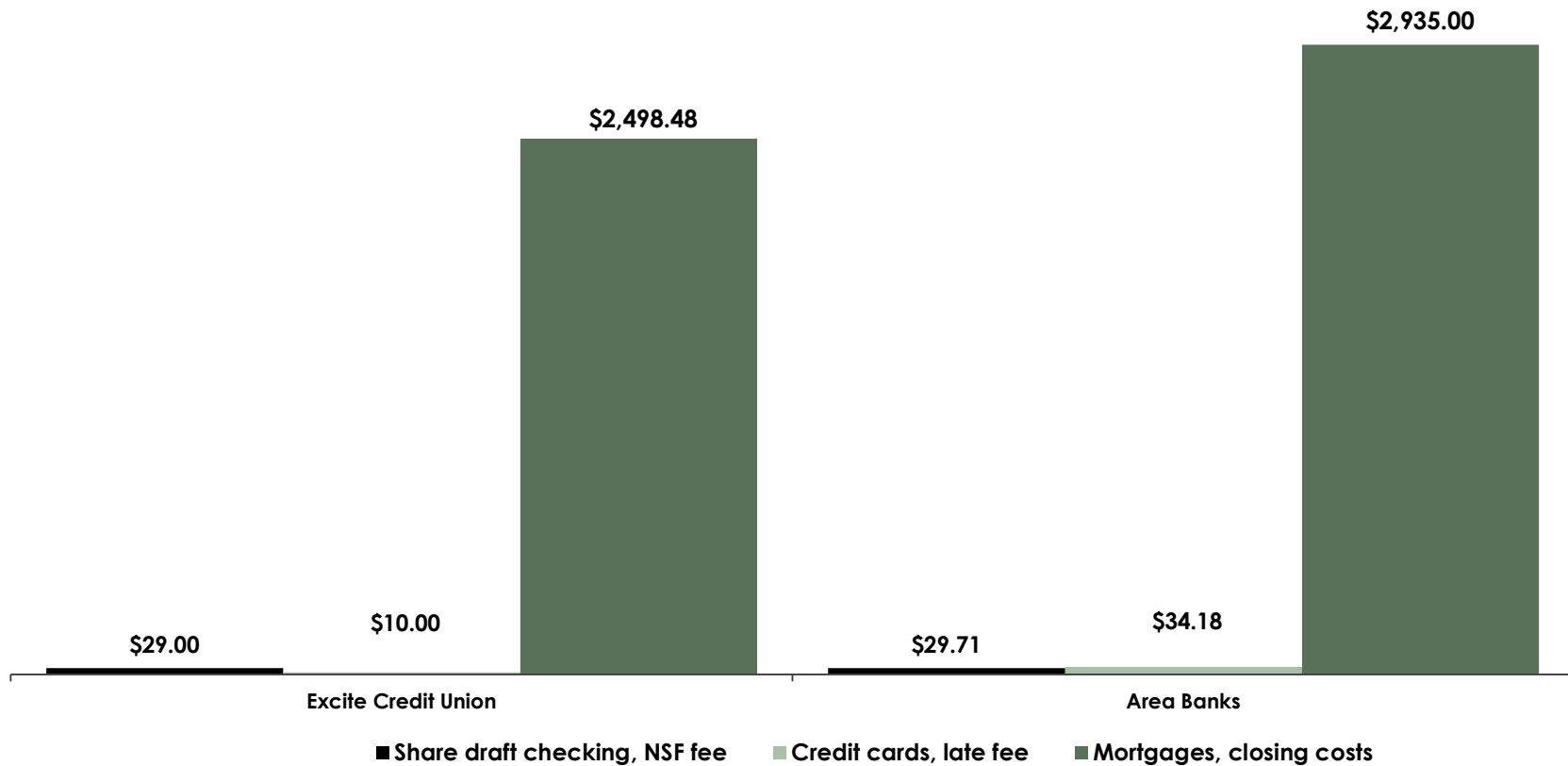


# Membership Benefits Report

CUNA Economics and Statistics

## Comparative Fees

by Type



## Interest Rates at Excite Credit Union and Banking Institutions in California

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	5.49	4.88	0.61
48-month used car (A paper)	5.49	5.14	0.35
Unsecured loan (A paper)	7.99	10.82	-2.83
5-year adjustable rate 1st mortgage, 0 pts	6.00	6.86	-0.86
15-year fixed rate 1st mortgage, 0 pts	6.50	6.57	-0.07
30-year fixed rate 1st mortgage, 0 pts	7.13	7.20	-0.07
Home equity / 2nd mtg, 80% LTV 0 pts	4.99	6.20	-1.21
Credit card - classic	0.00	0.00	0.00
Credit card - platinum	10.90	16.50	-5.60
Savings Products			
Regular savings, \$1,000 balance	0.05	0.17	-0.12
Share draft checking, \$5,000 balance	2.00	0.06	1.94
Money Market Accounts	0.10	0.17	-0.07
1 Year certificate \$10,000 balance	3.50	0.74	2.76
Retirement (IRA) accounts	1.80	0.46	1.34
Fee Income			
Share draft checking, NSF fee	\$29.00	\$29.71	-\$0.71
Credit cards, late fee	\$10.00	\$34.18	-\$24.18
Mortgages, closing costs	\$2,498.48	\$2,935.00	-\$436.52

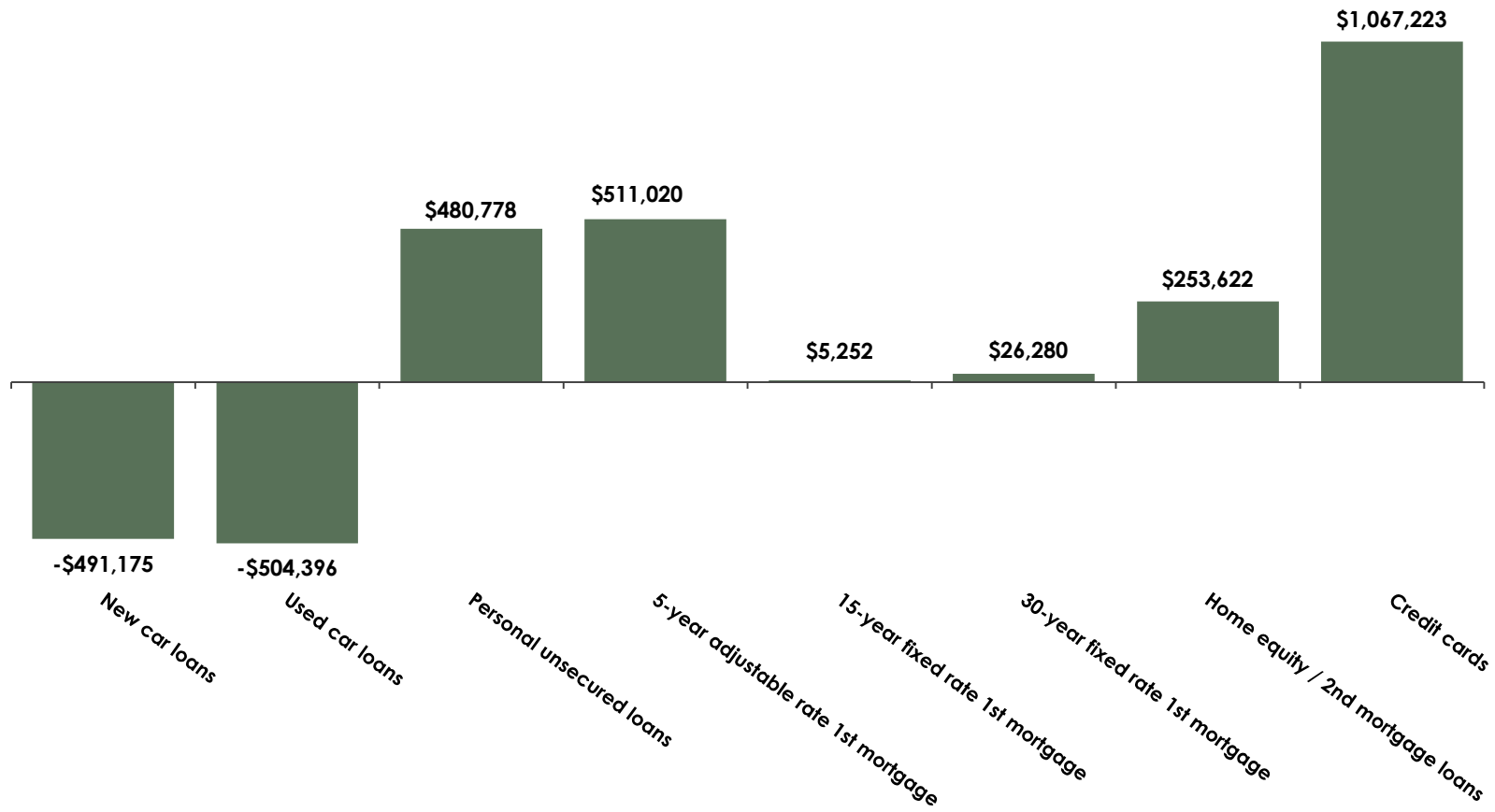
\*Rates and fees as of 11/8/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# Membership Benefits Report

CUNA Economics and Statistics

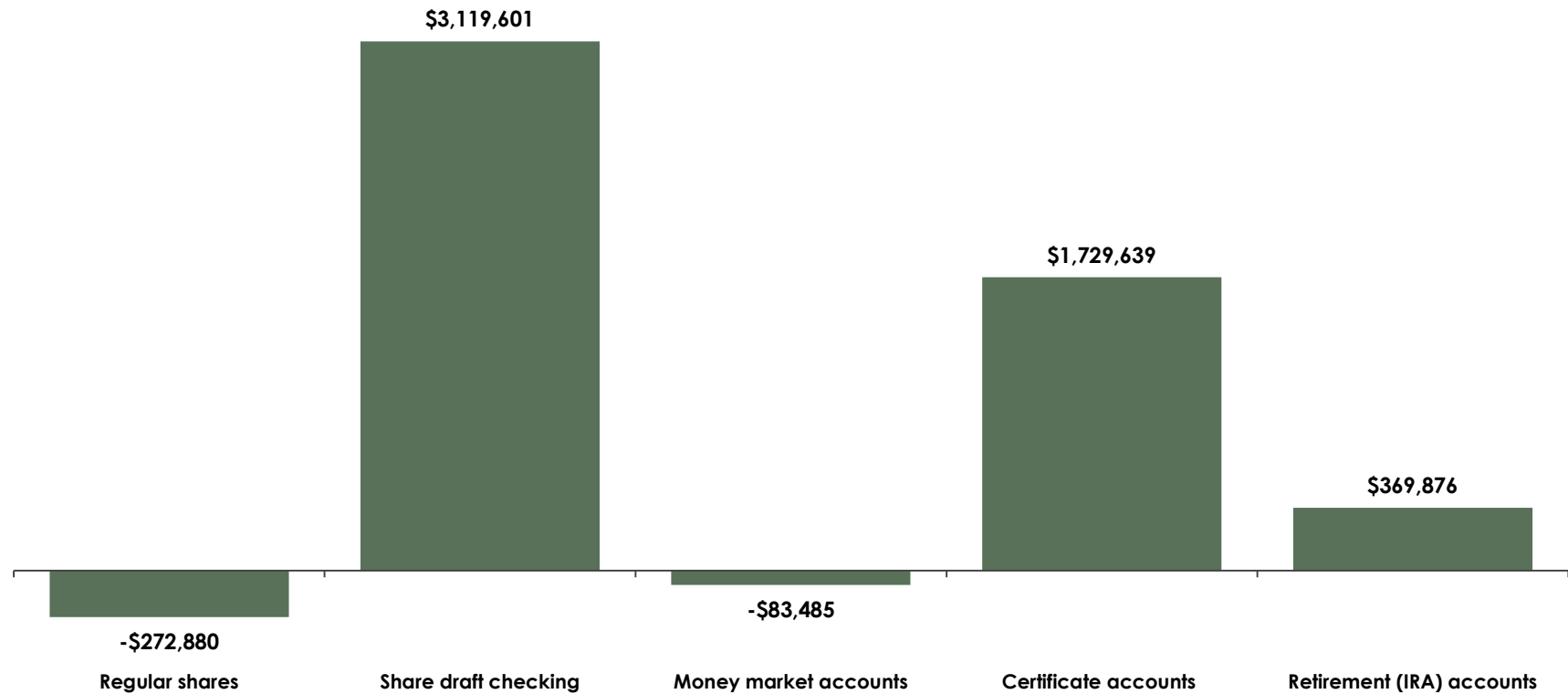
## Your Credit Union's Total Loan Rate Benefits

by Loan Type



## Your Credit Union's Total Savings Dividend Benefits

Compared to Banking Institutions in Your State  
by Account Type

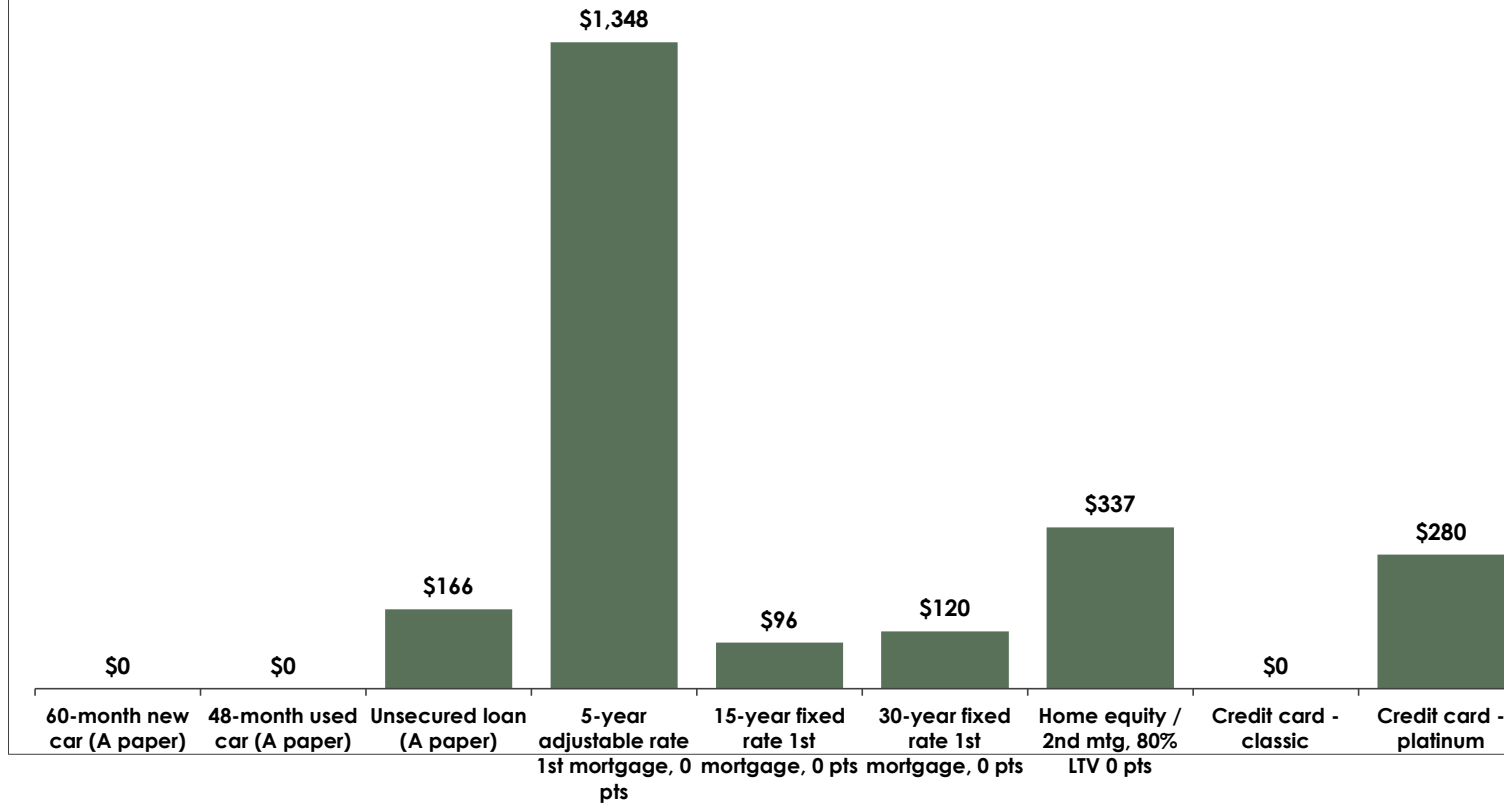




# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit of Loan Products with Various Terms



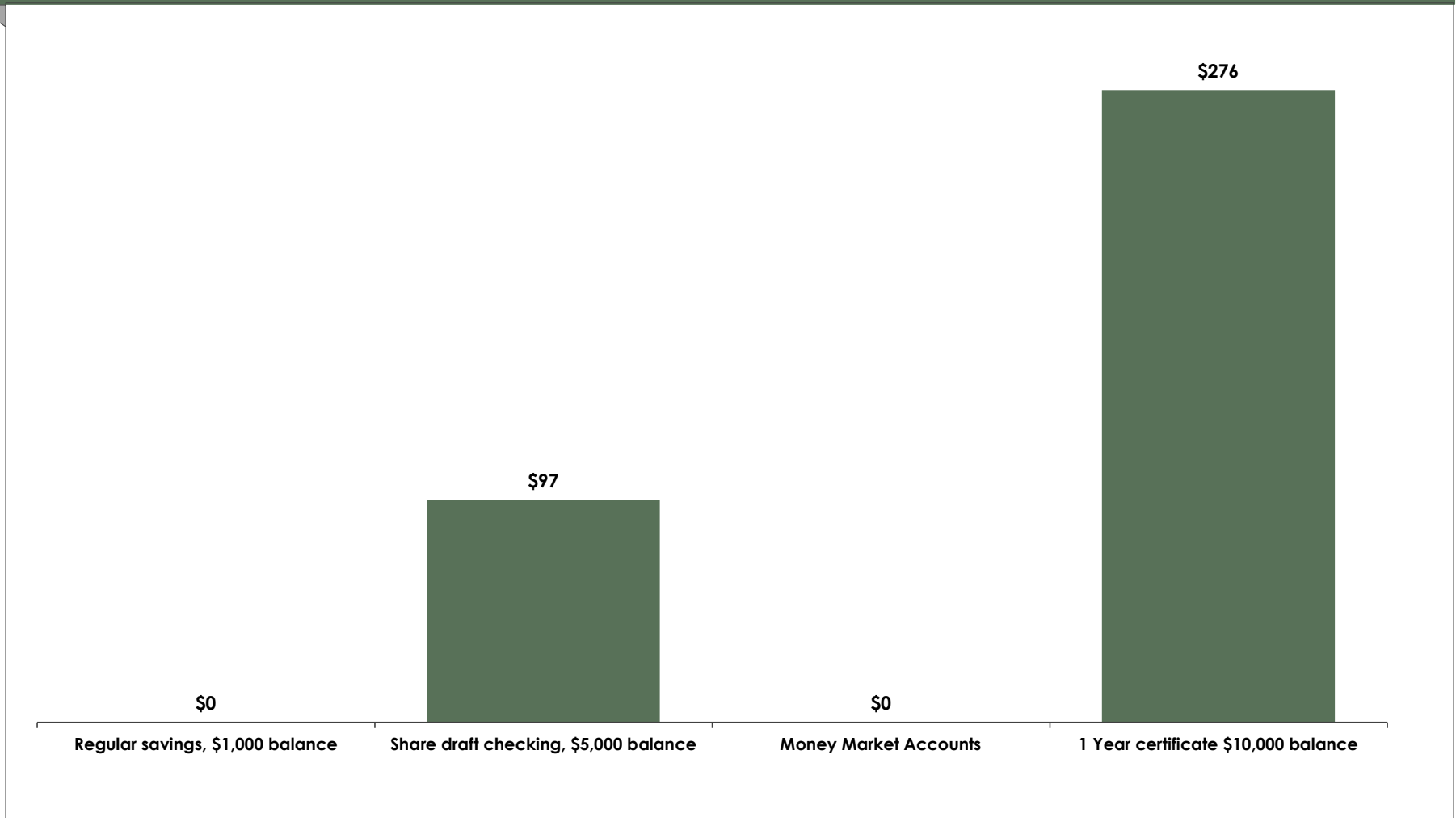
Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)  
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000

# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit on Savings Products with Various Terms



# Membership Benefits Report

CUNA Economics and Statistics

## Estimated Financial Benefits for Excite Credit Union

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. California Banks (%) (2)	Financial Benefit to Your Members
New car loans	80,918,448	0.61	-\$491,175
Used car loans	144,113,208	0.35	-\$504,396
Personal unsecured loans	16,964,650	-2.83	\$480,778
5-year adjustable rate 1st mortgage	59,628,887	-0.86	\$511,020
15-year fixed rate 1st mortgage	7,194,946	-0.07	\$5,252
30-year fixed rate 1st mortgage	35,513,077	-0.07	\$26,280
Home equity / 2nd mortgage loans	20,891,466	-1.21	\$253,622
Credit cards	19,060,955	0.00	\$1,067,223
Interest rebates			\$0
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$1,348,604</b>
Savings			
Regular shares	235,241,057	-0.12	-\$272,880
Share draft checking	160,887,088	1.94	\$3,119,601
Money market accounts	122,771,792	-0.07	-\$83,485
Certificate accounts	62,759,044	2.76	\$1,729,639
Retirement (IRA) accounts	27,520,514	1.34	\$369,876
Bonus dividends in period			\$97,211
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$4,959,962</b>
Fee Income			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$1,055,143</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$7,363,709</b>
<b>Total CU member benefit / member:</b>			<b>\$168</b>
<b>Total CU member benefit / member household:</b>			<b>\$353</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2022 and June 2021 according to the NCUA call report.

(2) Rates and fees as of 11/8/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# *Certificate of Excellence*

*is hereby granted to:*

## **Excite Credit Union**

*The Credit Union National Association has determined that Excite Credit Union provided \$7,363,709 in direct financial benefits to its 43,783 members during the twelve months ending in June 2022. These benefits are equivalent to approximately \$353 per member household.*

*Excite Credit Union provided loyal high-use member households \$1,571 in direct financial benefits.*

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





# Membership Benefits Report

CUNA Economics and Statistics

## Excite Credit Union Performance Profile

Demographic Information	Jun 22	Jun 21
Number of branches	4	5
Total assets (\$ mil)	708	651
Total loans (\$ mil)	510	417
Total surplus funds (\$ mil)	151	196
Total savings (\$ mil)	609	596
Total members (thousands)	44	42
Growth Rates (Year-to-date)		
Total assets	8.9 %	8.5 %
Total loans	22.2 %	-6.8 %
Total surplus funds	-23.0 %	60.3 %
Total savings	2.3 %	10.8 %
Total members	3.8 %	1.9 %
Earnings - Basis Pts.		
Yield on total assets	281	291
- Dividend/interest cost of assets	22	31
+ Fee & other income	167	134
- Operating expense	327	346
- Loss Provisions	19	18
= Net Income (ROA)	79	31
Capital adequacy		
Net worth / assets	7.9	8.0
Asset quality		
Delinquencies / loans	0.3	0.4
Net chargeoffs / average loans	0.3	0.5
Asset/Liability Management		
Loans / savings	83.6	70.0
Loans / assets	72.0	64.1
Long-term assets / assets	41.2	33.1
Core deposits/shares & borrowings	60.1	62.3
Productivity		
Members/potential members	0.9	0.8
Borrowers/members	50.3	51.5
Members/FTE	365	356
Average shares/members (\$)	13,919	14,117
Average loan balances (\$)	23,149	19,192
Salary & Benefits/FTE	90,221	94,994



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](http://www.datatrac.net/memberbenefits) to see live examples, schedule a demo and receive a free competitive analysis.

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Boat Loan

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CUNA Credit Union National Association

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Show members how much you save them with **Member Benefits Marketing Tools**





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

**Operating Ratios & Spreads**

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(PCA) Checkup**

**Membership Benefits Report**