



America's
Credit Unions

GP FCU Membership Benefits Report

YEAR-END 2024



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GP FCU

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.

America's Credit Unions estimates that GP FCU provided \$2,840,058 in direct financial benefits to its 7,947 members during the twelve months ending December 2024 ⁽¹⁾.

These benefits are equivalent to \$357 per member or \$750 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by GP FCU 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 GP FCU will save members an average \$502 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$2,510 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.

America's Credit Unions estimates that GP FCU provided loyal high-use member households \$3343 in direct financial benefits during the twelve month period.

GP FCU excels in providing member benefits in many loan and savings products. In particular, GP FCU offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-adjustable rate, home equity loans, credit cards loans.



Source: Datatrac, NCUA, and America's Credit Unions.

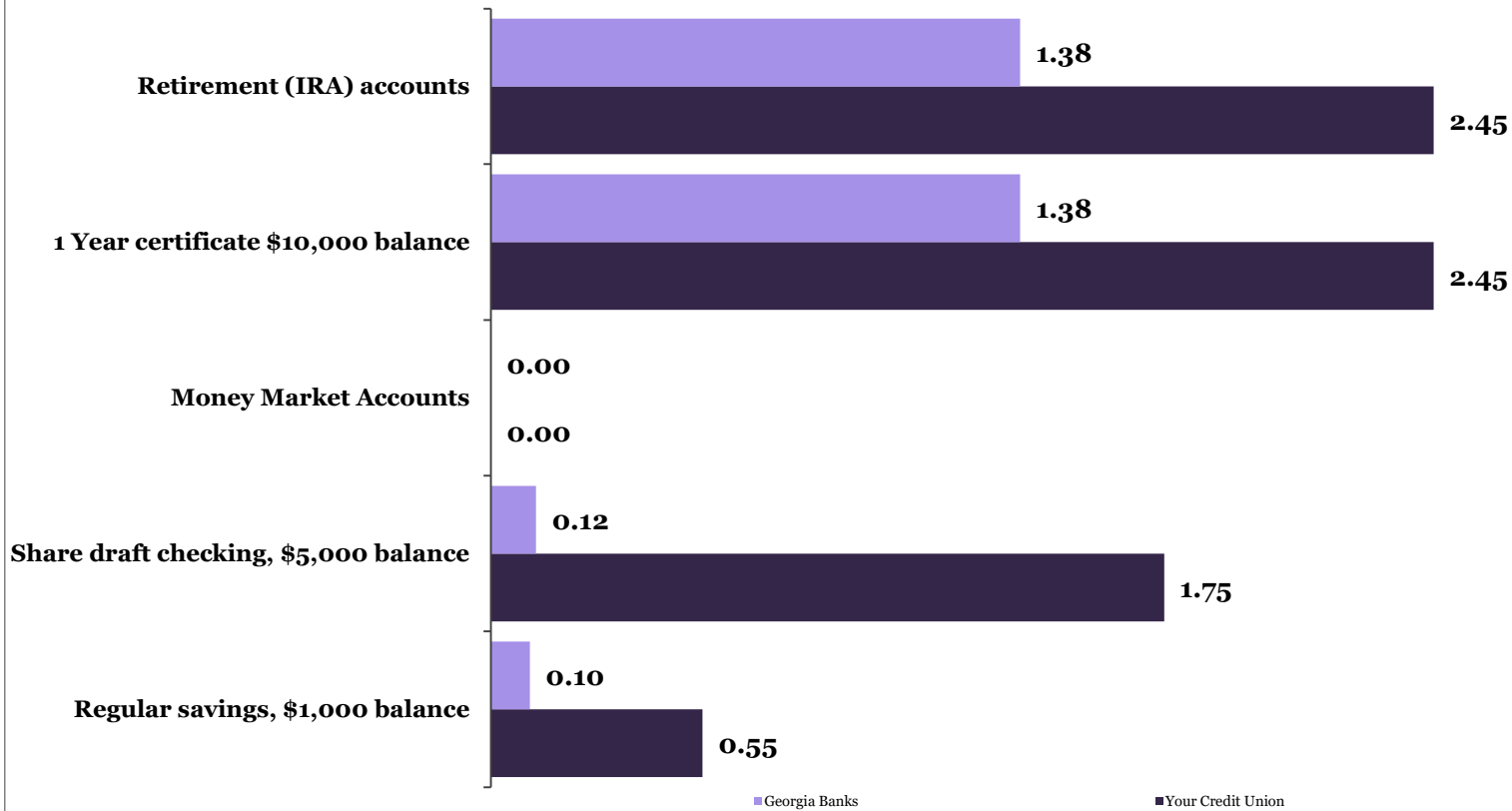
(1) Rates and fees as of 3/20/2025.

(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/dividend checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

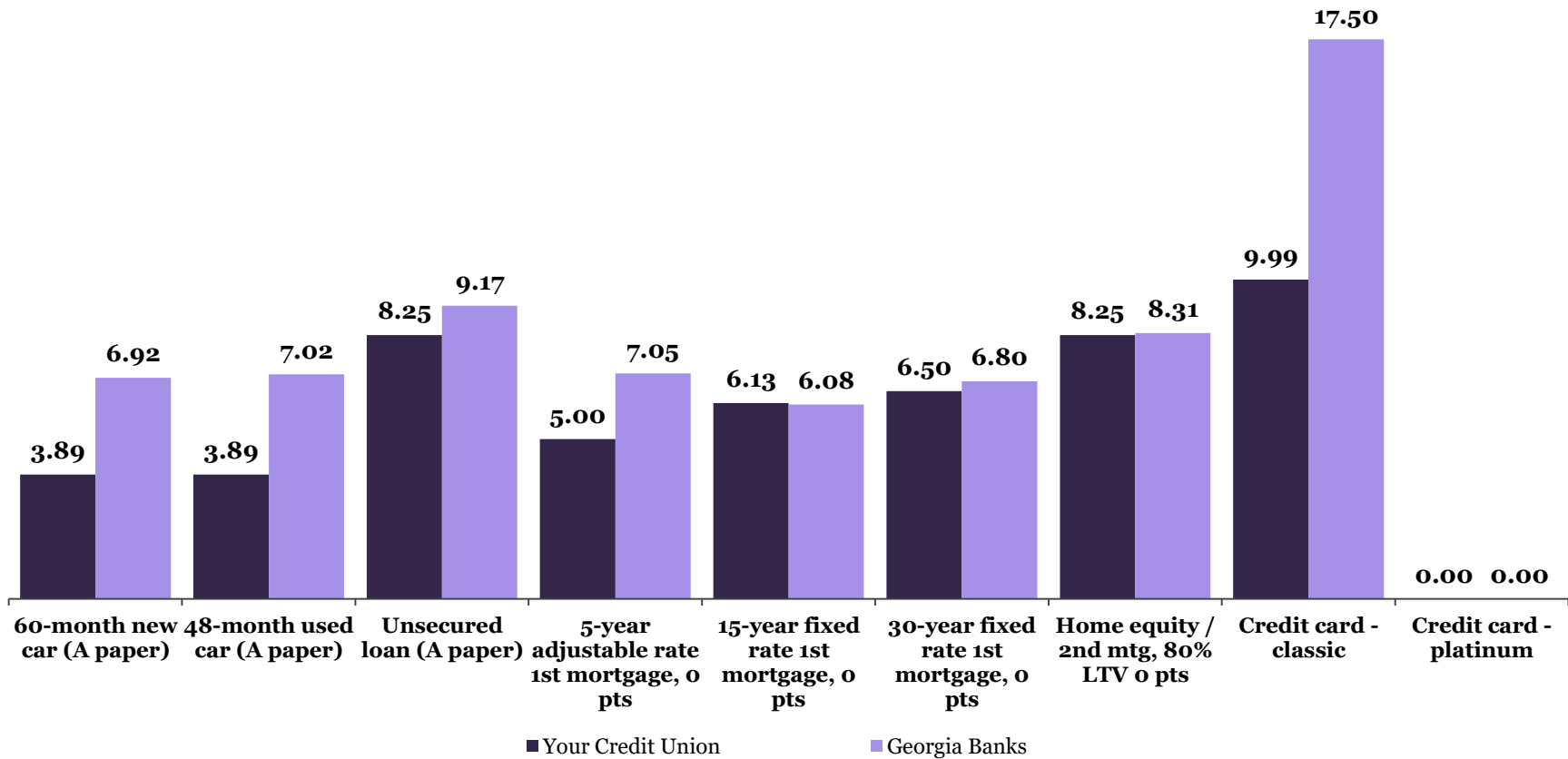
Savings Product Comparative Interest Rates (%)

by Savings Account Type



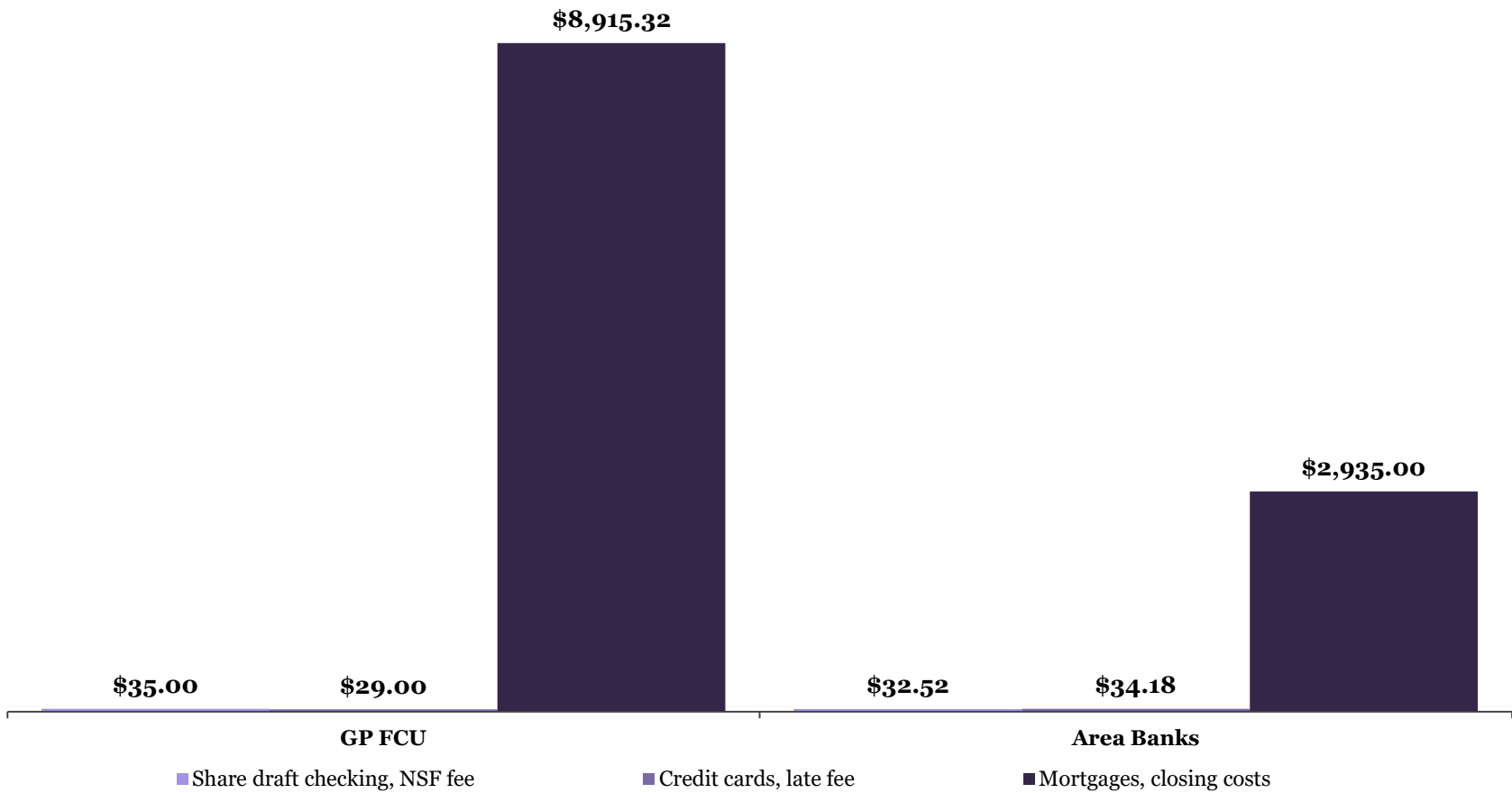
Loan Product Comparative Interest Rates (%)

by Loan Type



Comparative Fees

by Type



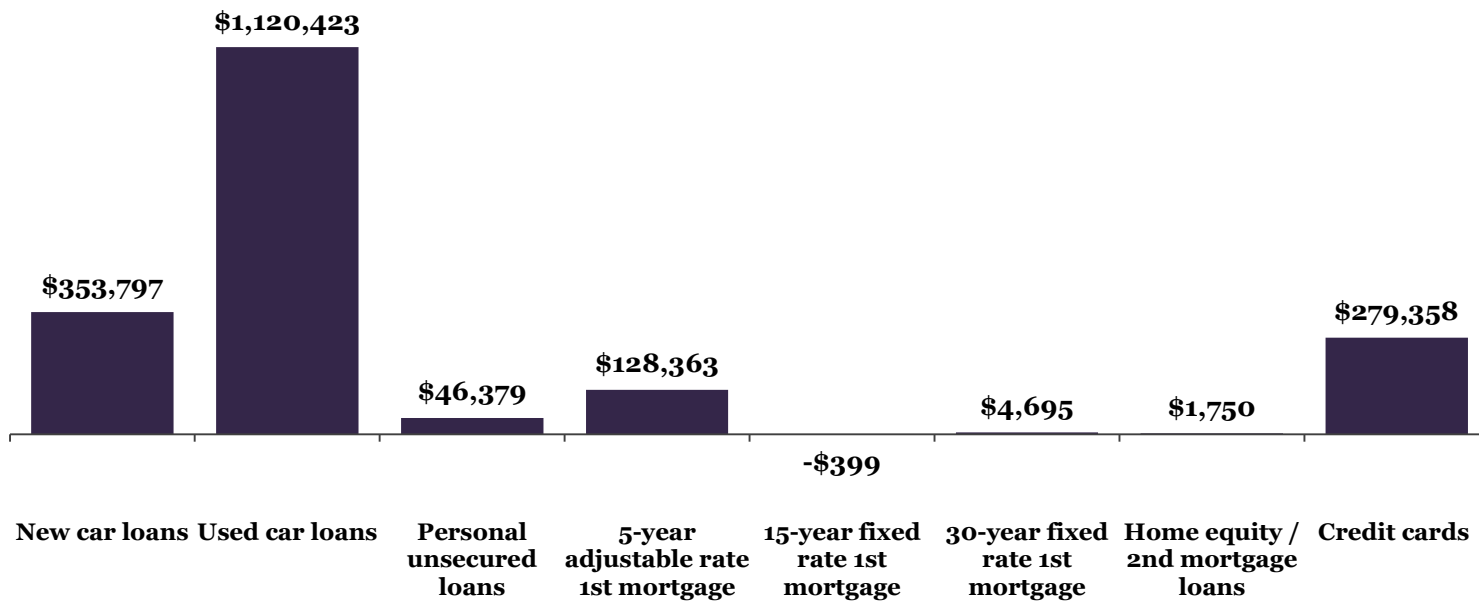
Interest Rates at GP FCU and Banking Institutions in Georgia

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.89	6.92	-3.03
48-month used car (A paper)	3.89	7.02	-3.13
Unsecured loan (A paper)	8.25	9.17	-0.92
5-year adjustable rate 1st mortgage, 0 pts	5.00	7.05	-2.05
15-year fixed rate 1st mortgage, 0 pts	6.13	6.08	0.05
30-year fixed rate 1st mortgage, 0 pts	6.50	6.80	-0.30
Home equity / 2nd mtg, 80% LTV 0 pts	8.25	8.31	-0.06
Credit card - classic	9.99	17.50	-7.51
Credit card - platinum	0.00	0.00	0.00
Savings Products			
Regular savings, \$1,000 balance	0.55	0.10	0.45
Share draft checking, \$5,000 balance	1.75	0.12	1.63
Money Market Accounts	0.00	0.00	0.00
1 Year certificate \$10,000 balance	2.45	1.38	1.07
Retirement (IRA) accounts	2.45	1.38	1.07
Fee Income			
Share draft checking, NSF fee	\$35.00	\$32.52	\$2.48
Credit cards, late fee	\$29.00	\$34.18	-\$5.18
Mortgages, closing costs	\$8,915.32	\$2,935.00	\$5,980.32

*Rates and fees as of 3/20/2025. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

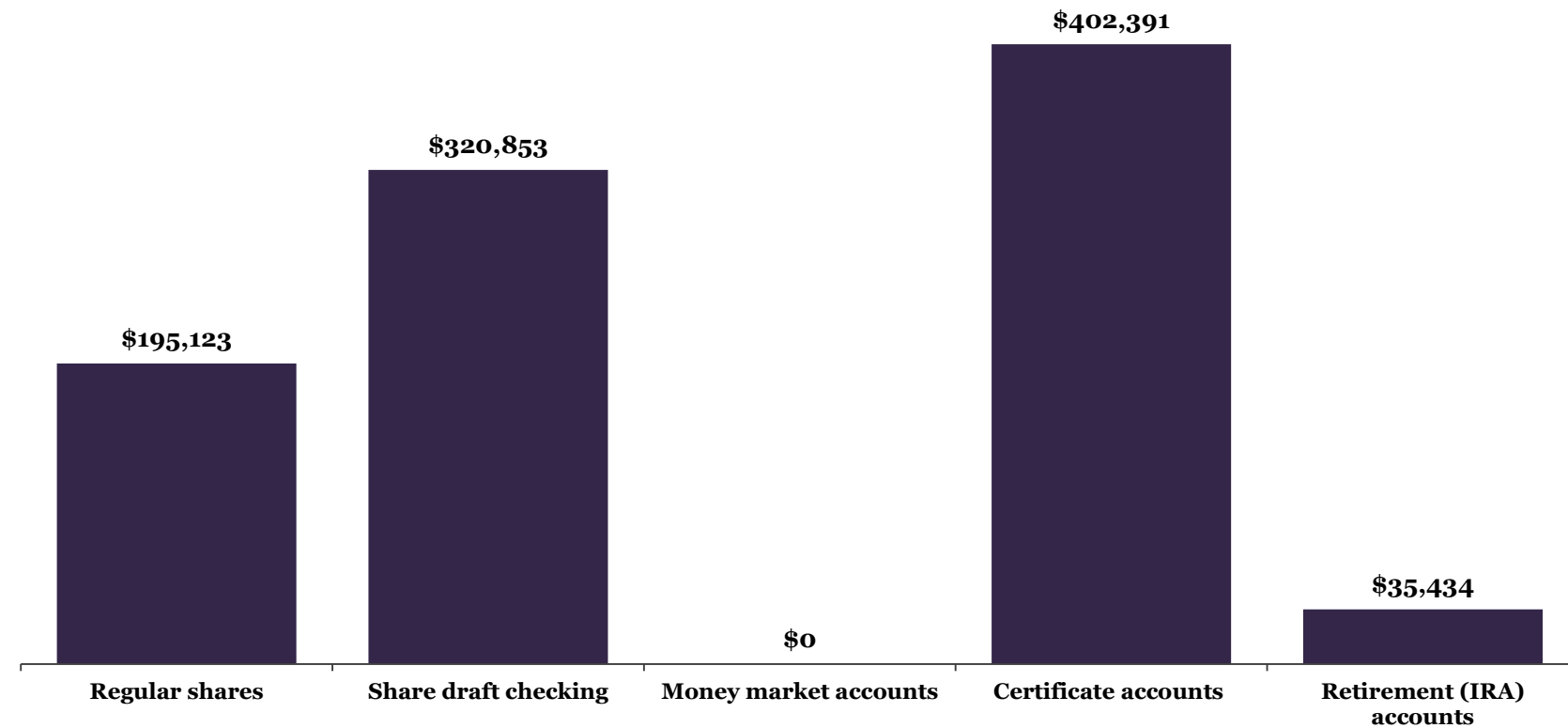
Your Credit Union's Total Loan Rate Benefits

Compared to Banking Institutions in Your State
by Loan Type

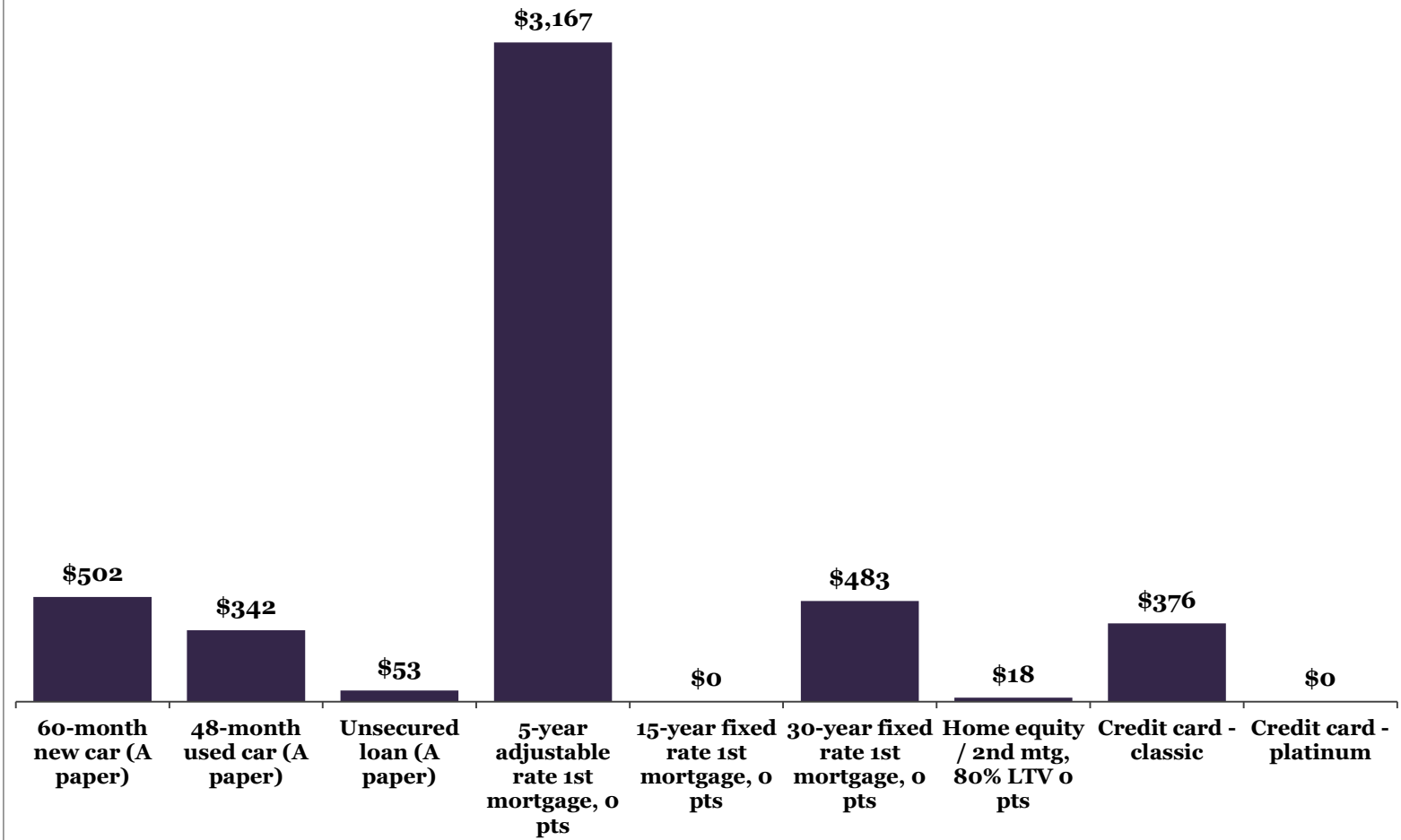


Your Credit Union's Total Savings Dividend Benefits

Compared to Banking Institutions in Your State
by Account Type



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

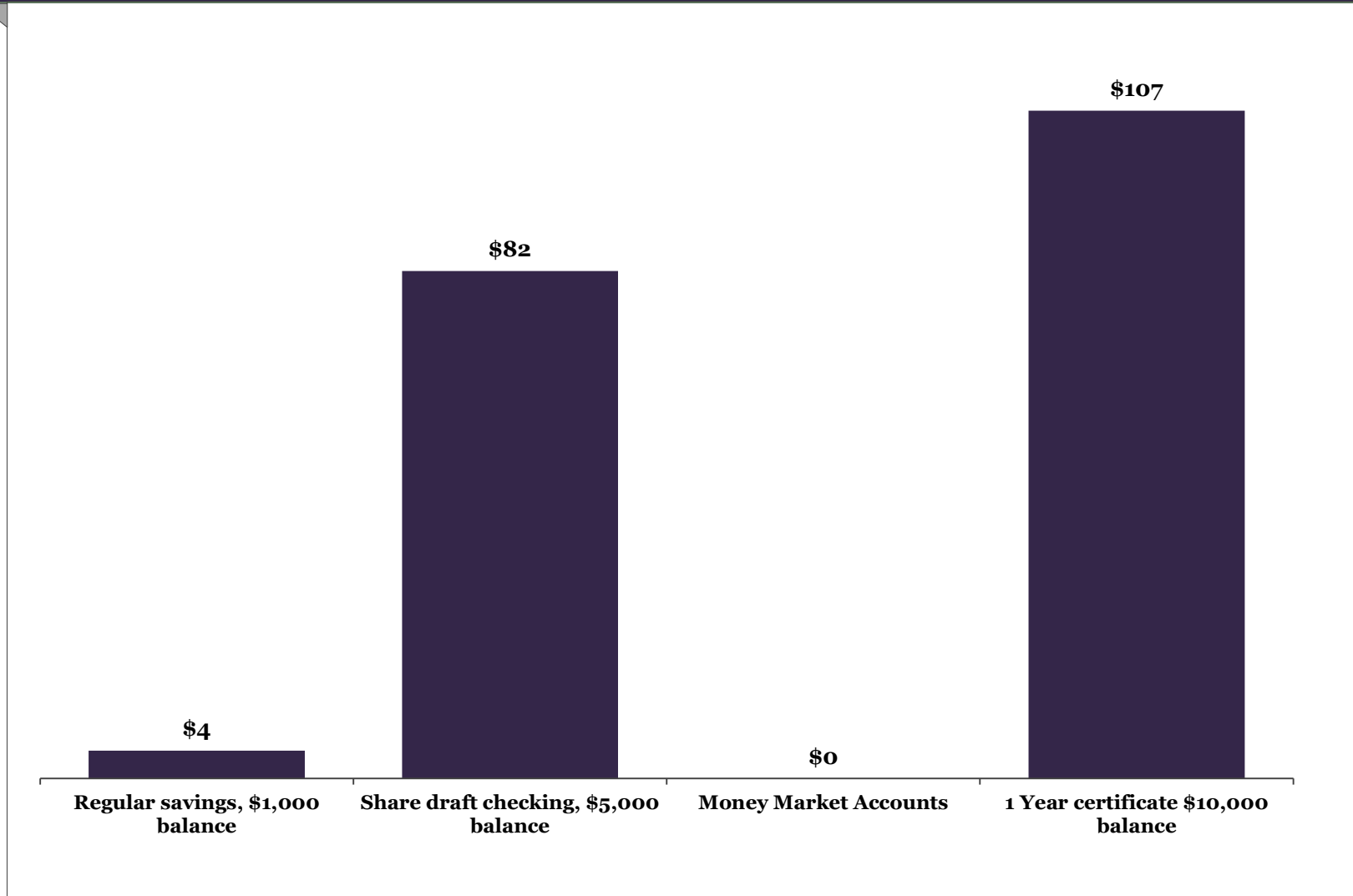
30 Year Fixed: \$200,000

Home Equity: \$50,000

Classic Credit Card: \$10,000

Gold Credit Card: \$10,000

Annual Member Benefit on Savings Products with Various Terms



America's Credit Unions

Certifies that

GP FCU

has provided:

- \$2,840,058 in direct financial benefits to its 7,947 members during the twelve months ending in December 2024, equivalent to approximately \$750 per member household.
- loyal high-use member households \$3,343 in direct financial benefits.

March 27, 2025

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.

Estimated Financial Benefits for GP FCU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Georgia Banks (%) (2)	Financial Benefit to Your Members
New car loans	11,684,177	-3.03	\$353,797
Used car loans	35,807,690	-3.13	\$1,120,423
Personal unsecured loans	5,063,177	-0.92	\$46,379
5-year adjustable rate 1st mortgage	6,255,523	-2.05	\$128,363
15-year fixed rate 1st mortgage	797,986	0.05	-\$399
30-year fixed rate 1st mortgage	1,544,544	-0.30	\$4,695
Home equity / 2nd mortgage loans	2,734,769	-0.06	\$1,750
Credit cards	3,719,813	-7.51	\$279,358
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$1,934,366
Savings			
Regular shares	43,554,308	0.45	\$195,123
Share draft checking	19,660,097	1.63	\$320,853
Money market accounts	-	0.00	\$0
Certificate accounts	37,466,557	1.07	\$402,391
Retirement (IRA) accounts	3,299,294	1.07	\$35,434
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$953,801
Fee Income			
Total CU member benefit arising from fewer/lower fees:			-\$48,110
Overall Totals			
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$2,840,058
Total CU member benefit / member:			\$357
Total CU member benefit / member household:			\$750

Source: Datatrac, NCUA, and America's Credit Unions

(1) Average balance as of December 2024 and December 2023 according to the NCUA call report.

(2) Rates and fees as of 3/20/2025. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

**GP FCU
Performance Profile**

Demographic Information	Dec 24	Dec 23
Number of branches	4	3
Total assets (\$ mil)	139	90
Total loans (\$ mil)	86	67
Total surplus funds (\$ mil)	45	19
Total savings (\$ mil)	130	82
Total members (thousands)	9	7
Growth Rates (Year-to-date)		
Total assets	54.1 %	13.2 %
Total loans	28.5 %	33.7 %
Total surplus funds	130.5 %	-56.1 %
Total savings	58.9 %	14.1 %
Total members	21.4 %	6 %
Earnings - Basis Pts.		
Yield on total assets	391	351
- Dividend/interest cost of assets	149	78
+ Fee & other income	101	123
- Operating expense	318	330
- Loss Provisions	25	9
= Net Income (ROA)	0	57
Capital adequacy		
Net worth / assets	5.2	8.1
Asset quality		
Delinquencies / loans	0.7	0.1
Net chargeoffs / average loans	0.2	0.2
Asset/Liability Management		
Loans / savings	65.8	81.4
Loans / assets	61.7	74.0
Long-term assets / assets	15.5	14.3
Core deposits/shares & borrowings	50.6	73.8
Productivity		
Members/potential members	1.9	1.6
Borrowers/members	79.7	75.7
Members/FTE	425	449
Average shares/members (\$)	14,941	11,420
Average loan balances (\$)	12,335	12,278
Salary & Benefits/FTE	70,344	74,538



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

America's Credit Unions 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 ACU Member Benefits Report

Visit www.datatrac.net/memberbenefits to see live examples, schedule a demo and receive a free competitive analysis.

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