

CUNA Tarrant County's CU

MEMBERSHIP BENEFITS REPORT



Tarrant County's 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 Tarrant County's CU provided \$1,613,713 in direct financial benefits to its 11,064 members during the twelve months ending September 2019 ⁽¹⁾.

These benefits are equivalent to \$146 per member or \$306 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Tarrant County's 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 Tarrant County's CU will save members an average \$431 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$2,155 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 Tarrant County's CU provided loyal high-use member households \$1461 in direct financial benefits during the twelve month period.

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

Tarrant County's CU also pays its members higher dividends on the following accounts: money market accounts, certificate accounts, IRAs.



Member Benefit Marketing Toolkit

Show members how much you save them!

www.datatrac.net/memberbenefits

Website Widgets • Facebook App
Digital Lobby Graphics • Member Handouts



Source: Datatrac, NCUA, and CUNA.

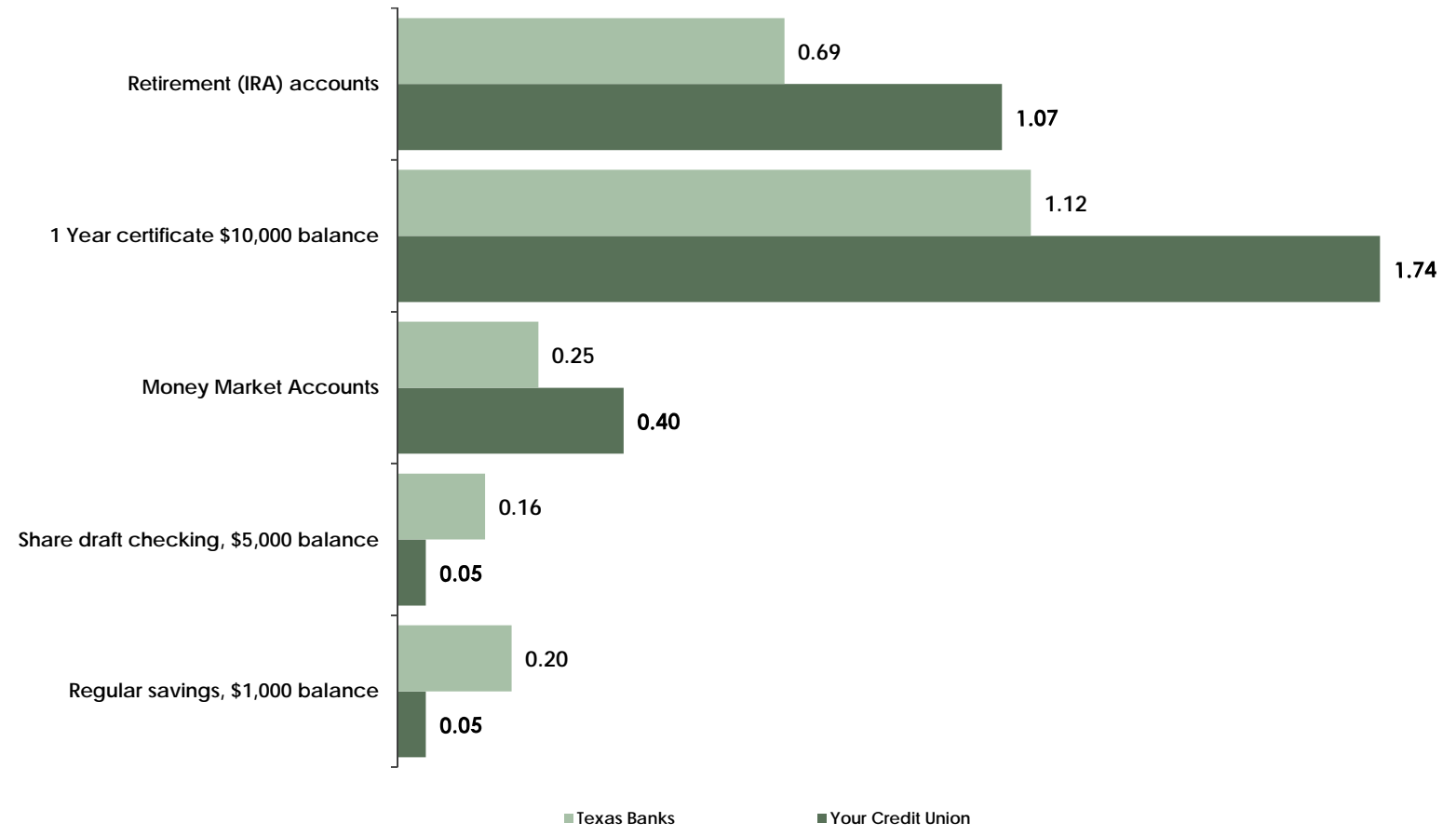
(1) Rates and fees as of 1/13/2020.

(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

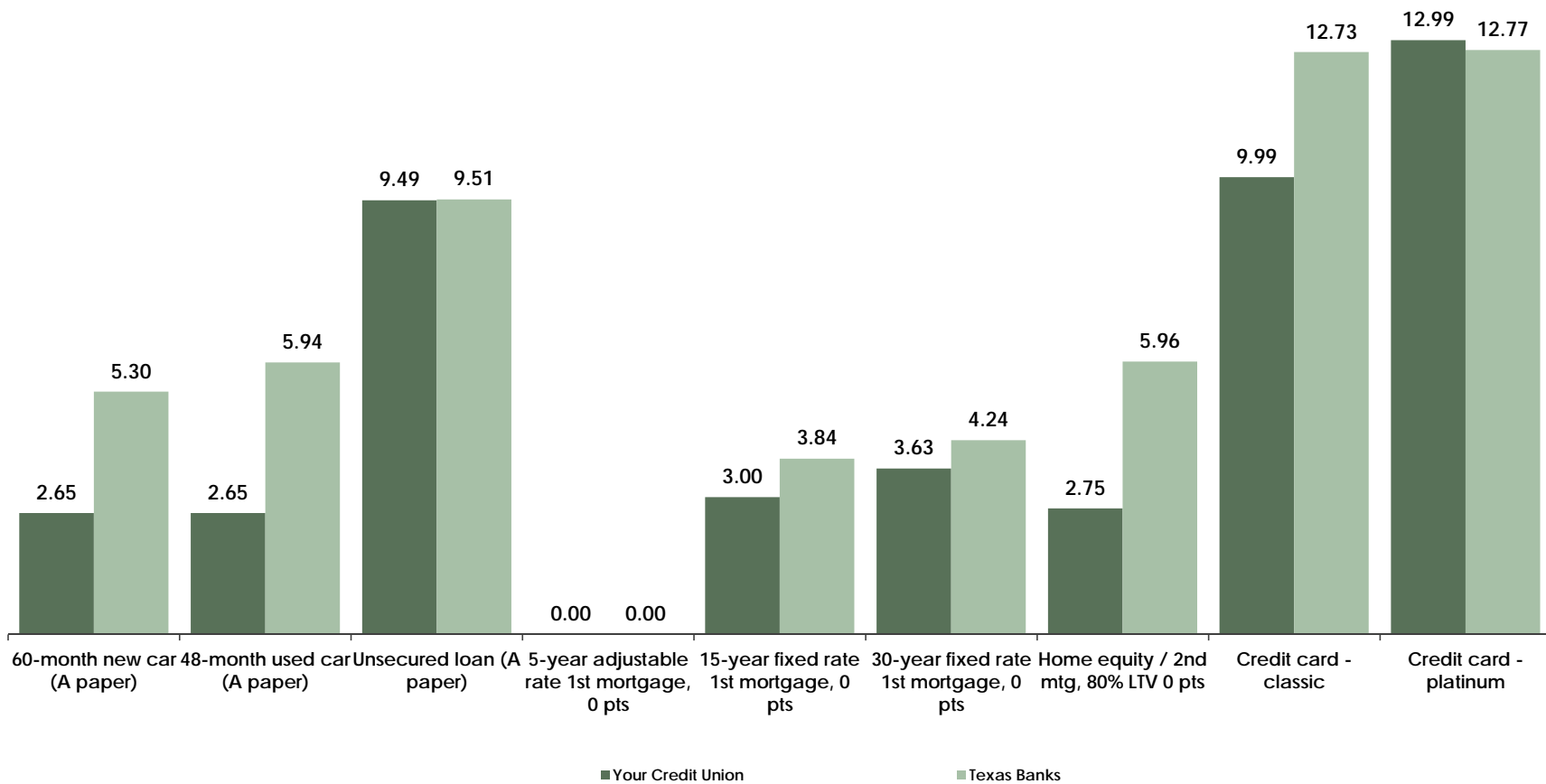


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

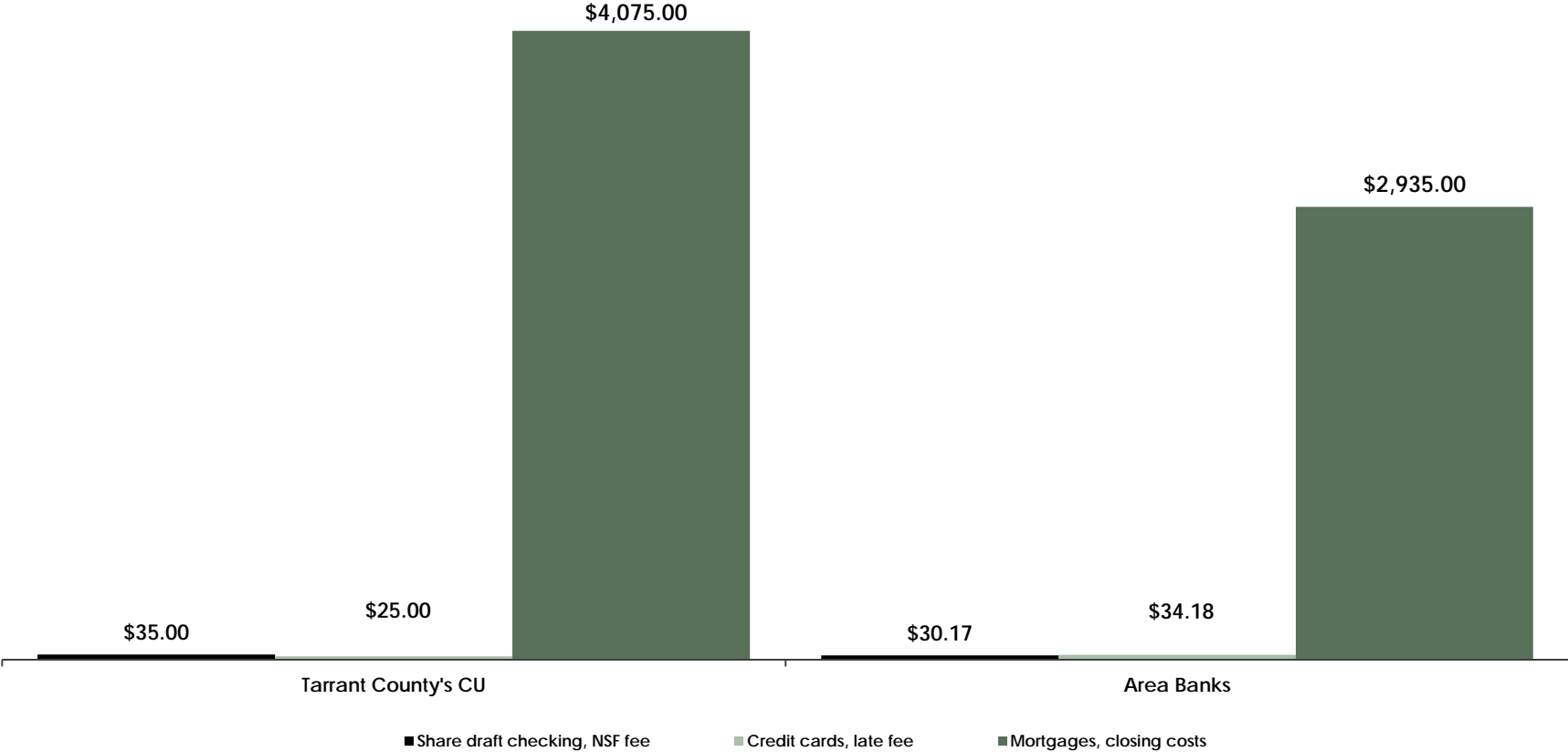


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Interest Rates at Tarrant County's CU and Banking Institutions in Texas

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.65	5.30	-2.65
48-month used car (A paper)	2.65	5.94	-3.29
Unsecured loan (A paper)	9.49	9.51	-0.02
5-year adjustable rate 1st mortgage, 0 pts	0.00	0.00	0.00
15-year fixed rate 1st mortgage, 0 pts	3.00	3.84	-0.84
30-year fixed rate 1st mortgage, 0 pts	3.63	4.24	-0.62
Home equity / 2nd mtg, 80% LTV 0 pts	2.75	5.96	-3.21
Credit card - classic	9.99	12.73	-2.74
Credit card - platinum	12.99	12.77	0.22
Savings Products			
Regular savings, \$1,000 balance	0.05	0.20	-0.15
Share draft checking, \$5,000 balance	0.05	0.16	-0.11
Money Market Accounts	0.40	0.25	0.15
1 Year certificate \$10,000 balance	1.74	1.12	0.62
Retirement (IRA) accounts	1.07	0.69	0.39
Fee Income			
Share draft checking, NSF fee	\$35.00	\$30.17	\$4.83
Credit cards, late fee	\$25.00	\$34.18	-\$9.18
Mortgages, closing costs	\$4,075.00	\$2,935.00	\$1,140.00

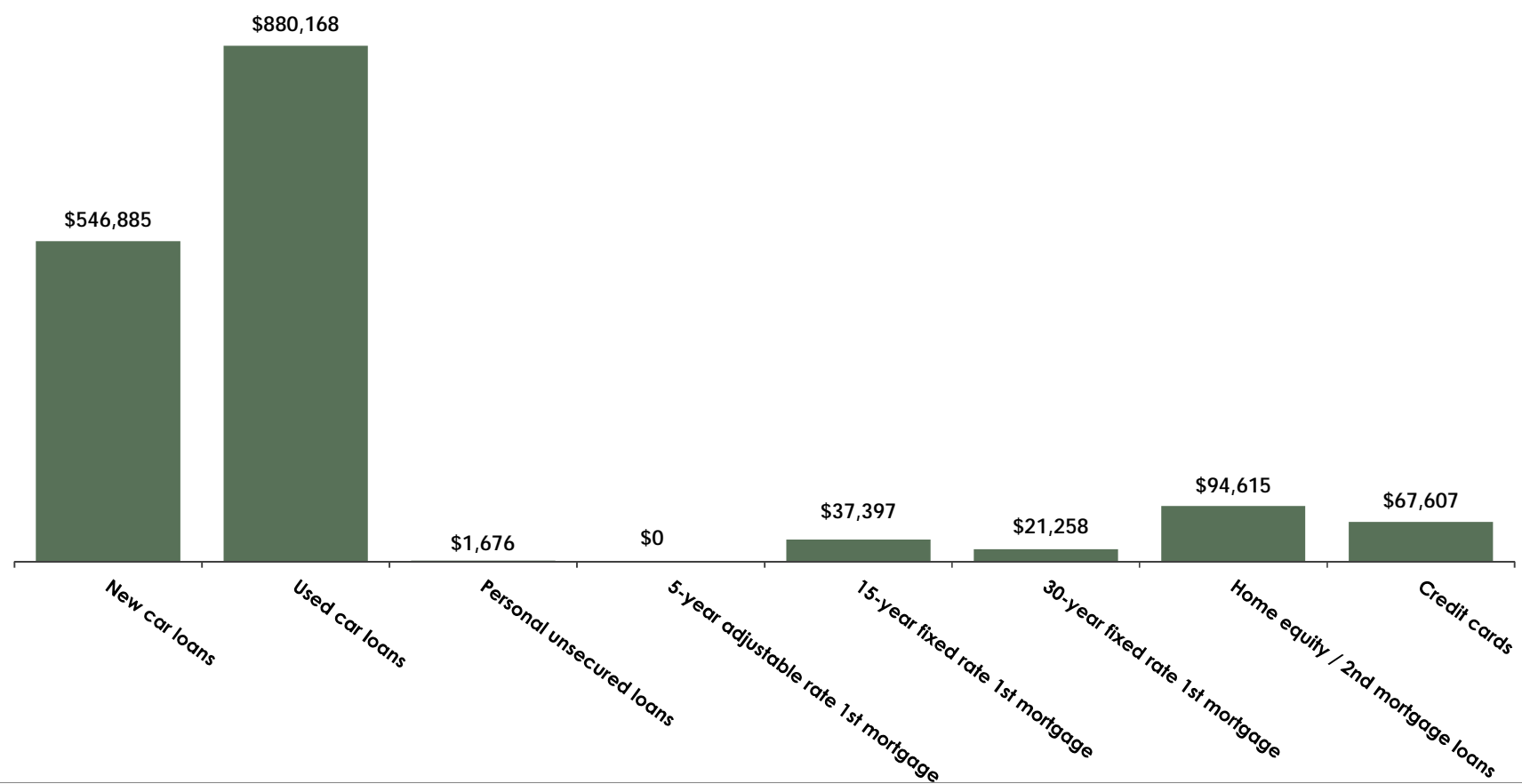
*Rates and fees as of 1/13/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Loan Rate Benefits

by Loan Type

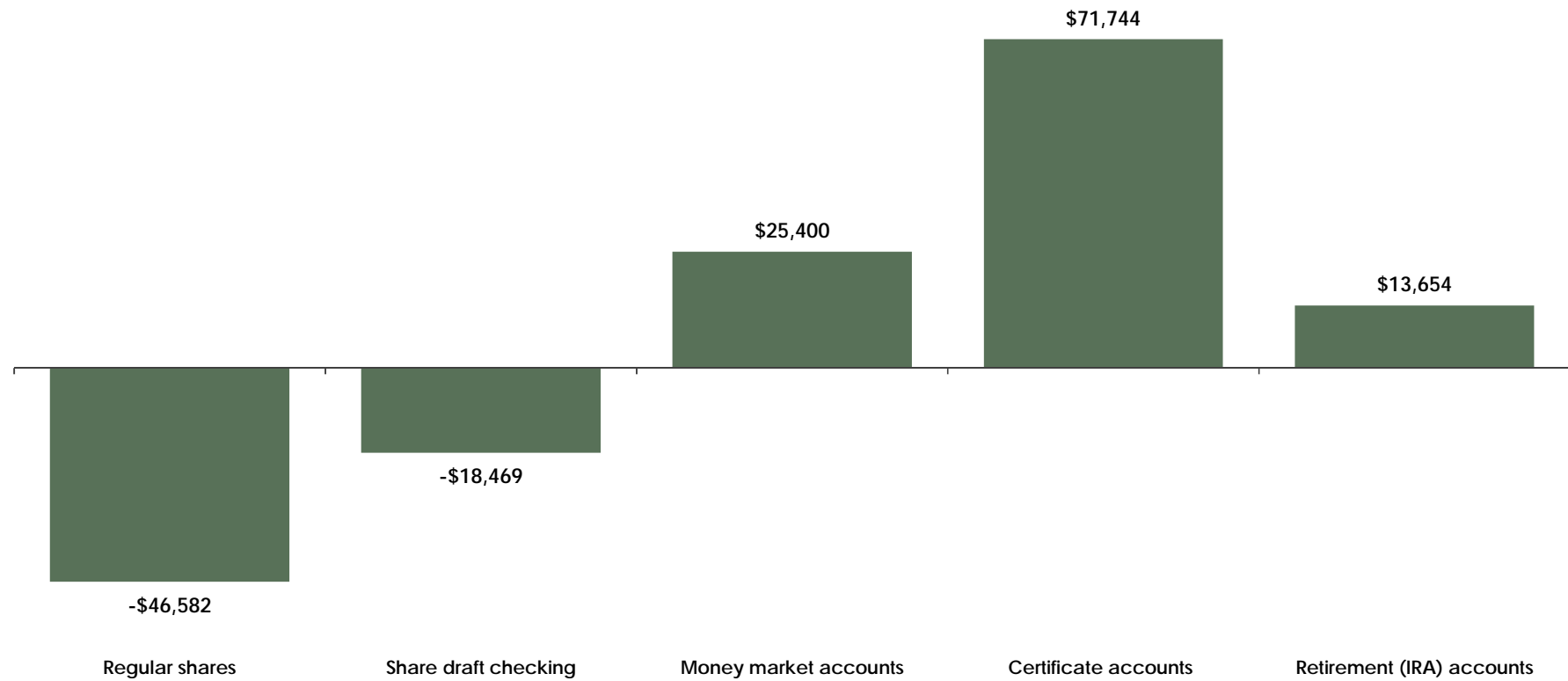


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CUNA Economics and Statistics

Your Credit Union's Total Savings Dividend Benefits

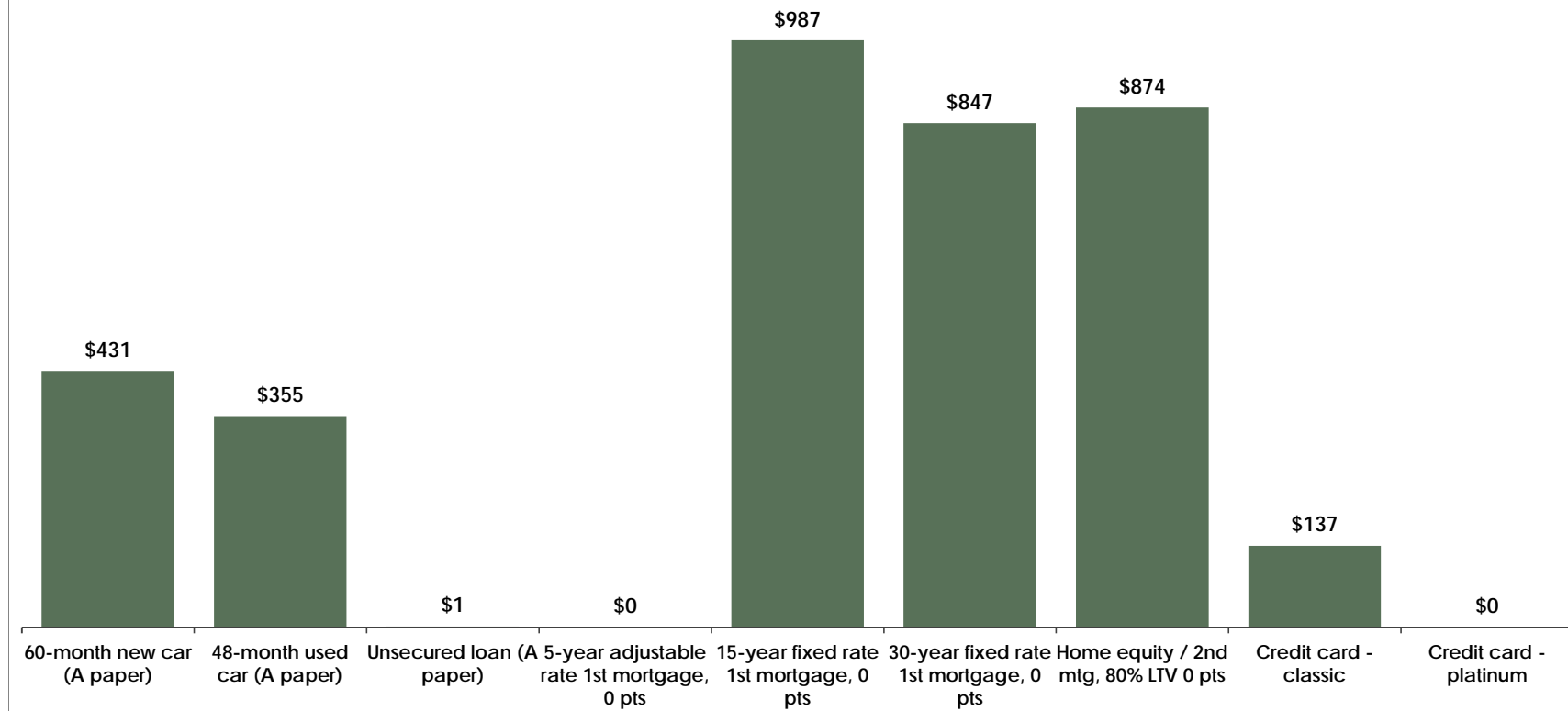
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

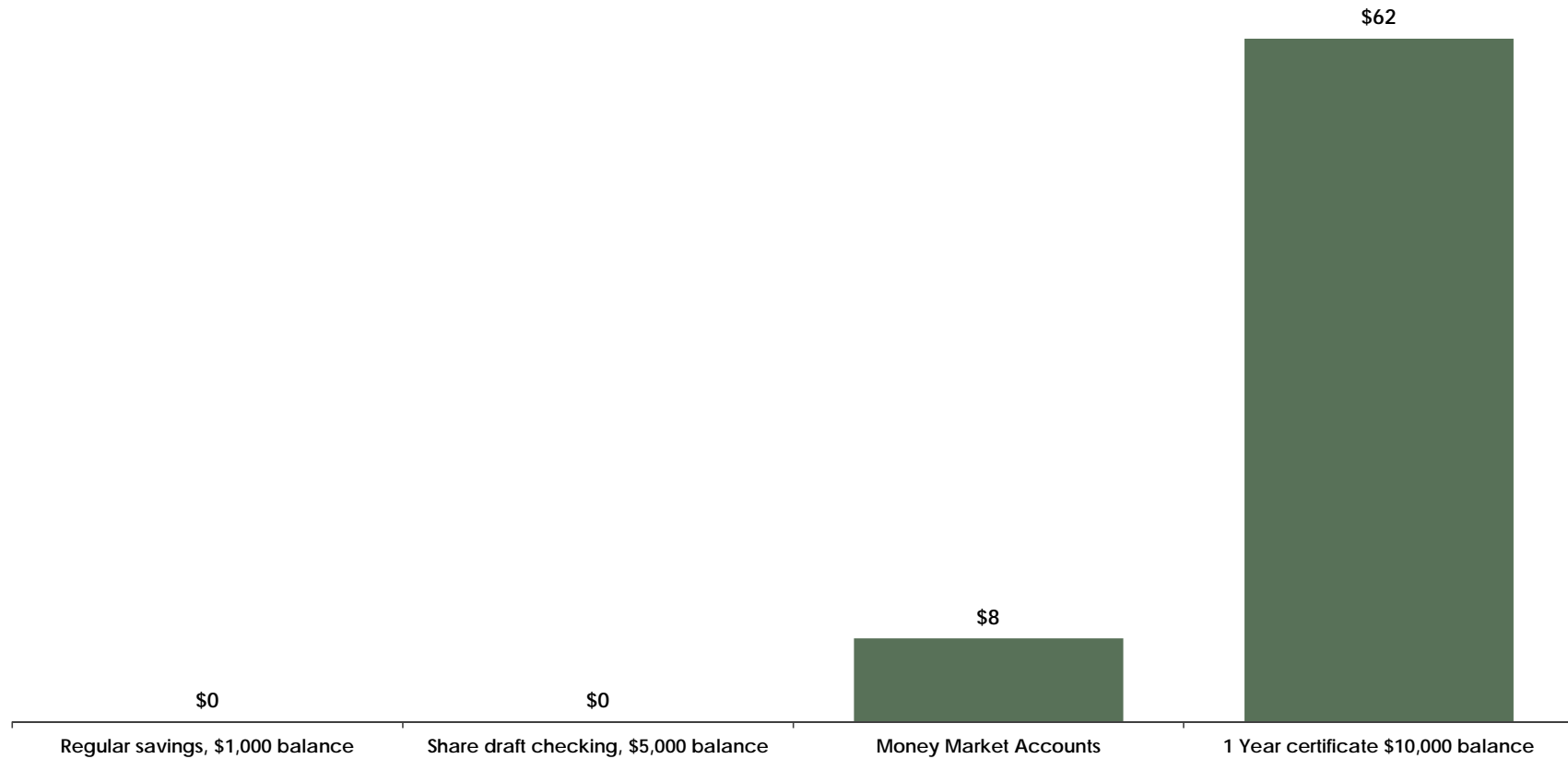
Annual Member Benefit of Loan Products with Various Terms



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 Tarrant County's CU

	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Texas Banks (%) (2)	Financial Benefit to Your Members
Loans			
New car loans	20,621,588	-2.65	\$546,885
Used car loans	26,720,338	-3.29	\$880,168
Personal unsecured loans	8,820,115	-0.02	\$1,676
5-year adjustable rate 1st mortgage	-	0.00	\$0
15-year fixed rate 1st mortgage	4,451,970	-0.84	\$37,397
30-year fixed rate 1st mortgage	3,456,520	-0.62	\$21,258
Home equity / 2nd mortgage loans	2,947,514	-3.21	\$94,615
Credit cards	3,382,903	-2.74	\$67,607
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$1,649,605
Savings			
Regular shares	30,645,810	-0.15	-\$46,582
Share draft checking	17,589,995	-0.11	-\$18,469
Money market accounts	16,821,374	0.15	\$25,400
Certificate accounts	11,590,297	0.62	\$71,744
Retirement (IRA) accounts	3,546,501	0.39	\$13,654
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$45,747
Fee Income			
Total CU member benefit arising from fewer/lower fees:			-\$81,639
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$1,613,713
Total CU member benefit / member:			\$146
Total CU member benefit / member household:			\$306

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2019 and September 2018 according to the NCUA call report.

(2) Rates and fees as of 1/13/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Tarrant County's CU

The Credit Union National Association has determined that Tarrant County's CU provided \$1,613,713 in direct financial benefits to its 11,064 members during the twelve months ending in September 2019. These benefits are equivalent to approximately \$306 per member household.

Tarrant County's CU provided loyal high-use member households \$1,461 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

Tarrant County's CU Performance Profile

Demographic Information	Sep 19	Sep 18
Number of branches	4	4
Total assets (\$ mil)	91	88
Total loans (\$ mil)	76	74
Total surplus funds (\$ mil)	11	9
Total savings (\$ mil)	81	79
Total members (thousands)	11	11
Growth Rates (Year-to-date)		
Total assets	3.4 %	4.1 %
Total loans	2.0 %	6.4 %
Total surplus funds	17.2 %	-10.1 %
Total savings	2.8 %	3.8 %
Total members	2.0 %	3.2 %
Earnings - Basis Pts.		
Yield on total assets	557	506
- Dividend/interest cost of assets	43	22
+ Fee & other income	236	244
- Operating expense	627	609
- Loss Provisions	50	45
= Net Income (ROA)	73	73
Capital adequacy		
Net worth / assets	9.3	8.7
Asset quality		
Delinquencies / loans	0.5	0.4
Net chargeoffs / average loans	0.6	0.5
Total borrower-bankruptcies	14	21
Bankruptcies per 1000 members	1.3	1.9
Asset/Liability Management		
Loans / savings	93.3	94.1
Loans / assets	83.3	84.5
Long-term assets / assets	13.8	13.6
Core deposits/shares & borrowings	59.0	61.2
Productivity		
Members/potential members	0.6	0.6
Borrowers/members	69.5	72.8
Members/FTE	257	255
Average shares/members (\$)	7,283	7,226
Average loan balances (\$)	9,774	9,339
Salary & Benefits/FTE	72,433	70,980



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

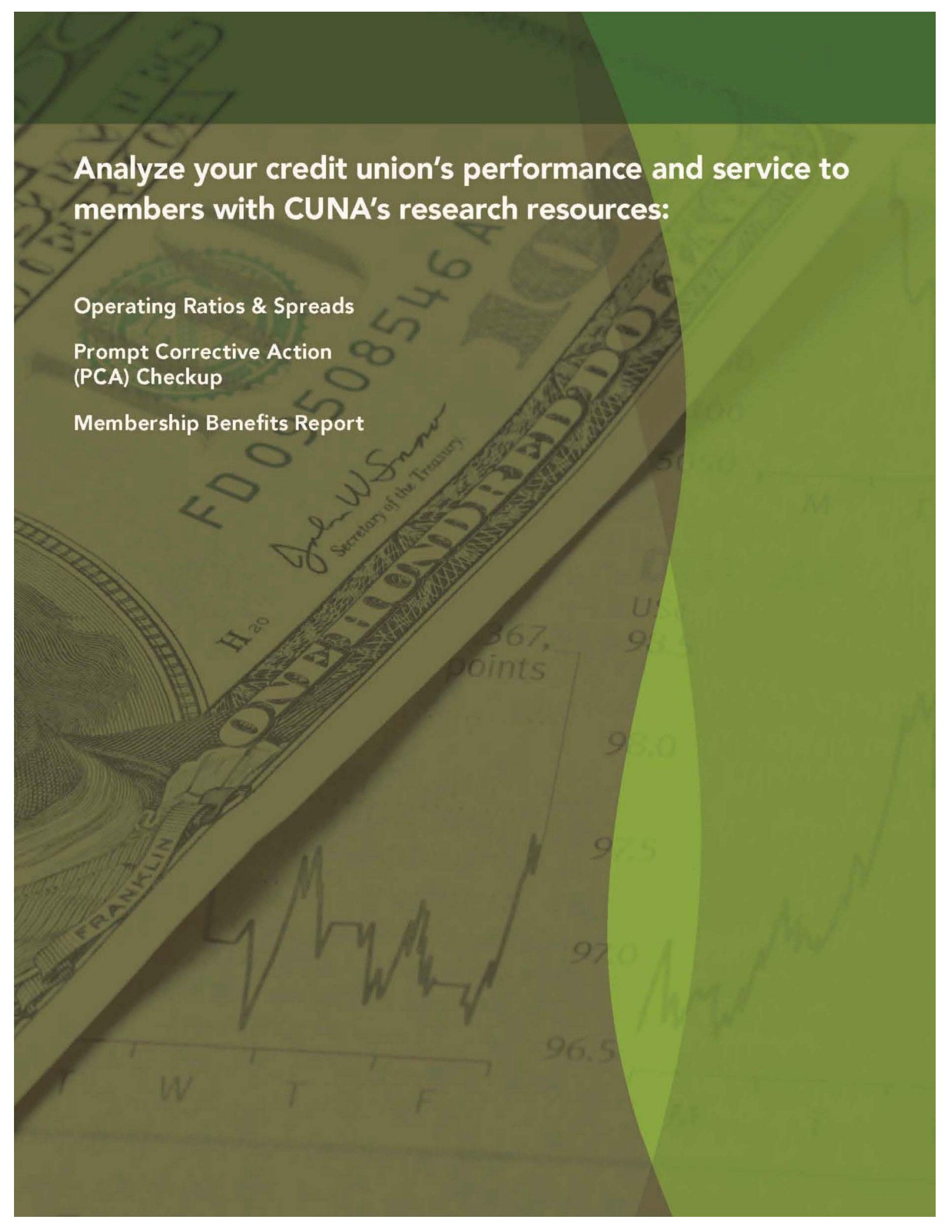
Member Benefit Marketing Toolkits include:

- 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.

A promotional graphic for the Member Benefit Marketing Tools. It features a green background with a yellow ribbon that says "NEW". The main headline is "Show members how much you save them." Below this, there are three callout boxes: "Savings for your Entire Membership" (Amount you saved your entire membership last year), "Savings by Product" (Amount a member on their next deposit or loan with you), and "CUNA Membership Benefits Report" (Datatrac widget links to your custom report). The graphic also shows a screenshot of a website widget displaying "ABC Financial CU members saved \$10,734,590!" and "up to 27% lower!". At the bottom, the logos for CUNA and DATATRAC are displayed.

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

**Prompt Corrective Action
(PCA) Checkup**

Membership Benefits Report