

CUNA EECU
**MEMBERSHIP BENEFITS
REPORT**

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 EECU provided \$49,629,522 in direct financial benefits to its 218,230 members during the twelve months ending June 2020 ⁽¹⁾.

These benefits are equivalent to \$227 per member or \$478 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by EECU 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 EECU will save members an average \$487 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$2,435 in savings over 5 years.

EECU excels in providing member benefits in many loan and savings products. In particular, EECU 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.

EECU also pays its members higher dividends on the following accounts: regular savings, share draft checking, 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.

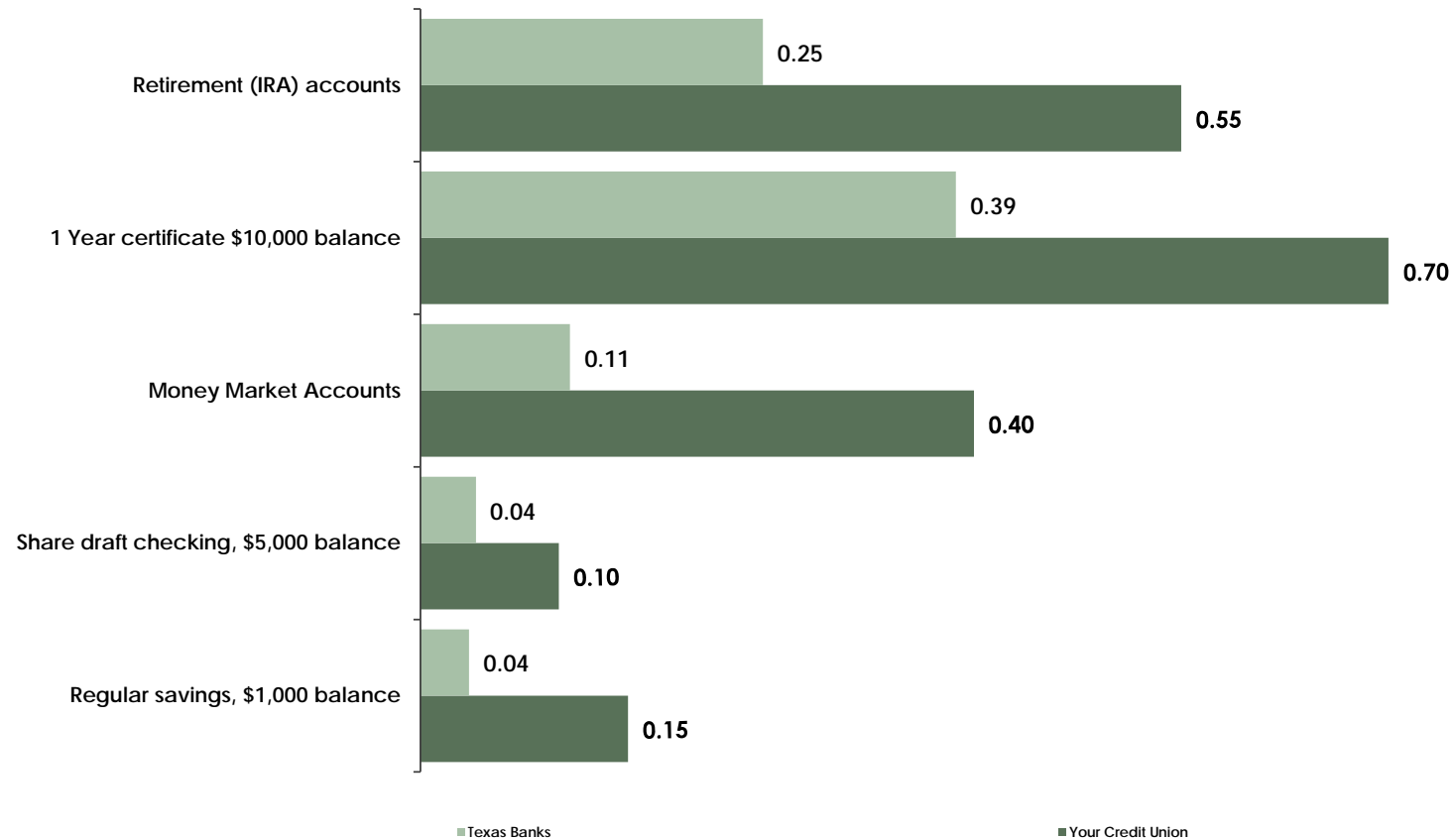
(1) Rates and fees as of 12/2/2020.

(2) Assumes 2.1 credit union members per household.

Membership Benefits Report

CUNA Economics and Statistics

by Savings Account Type

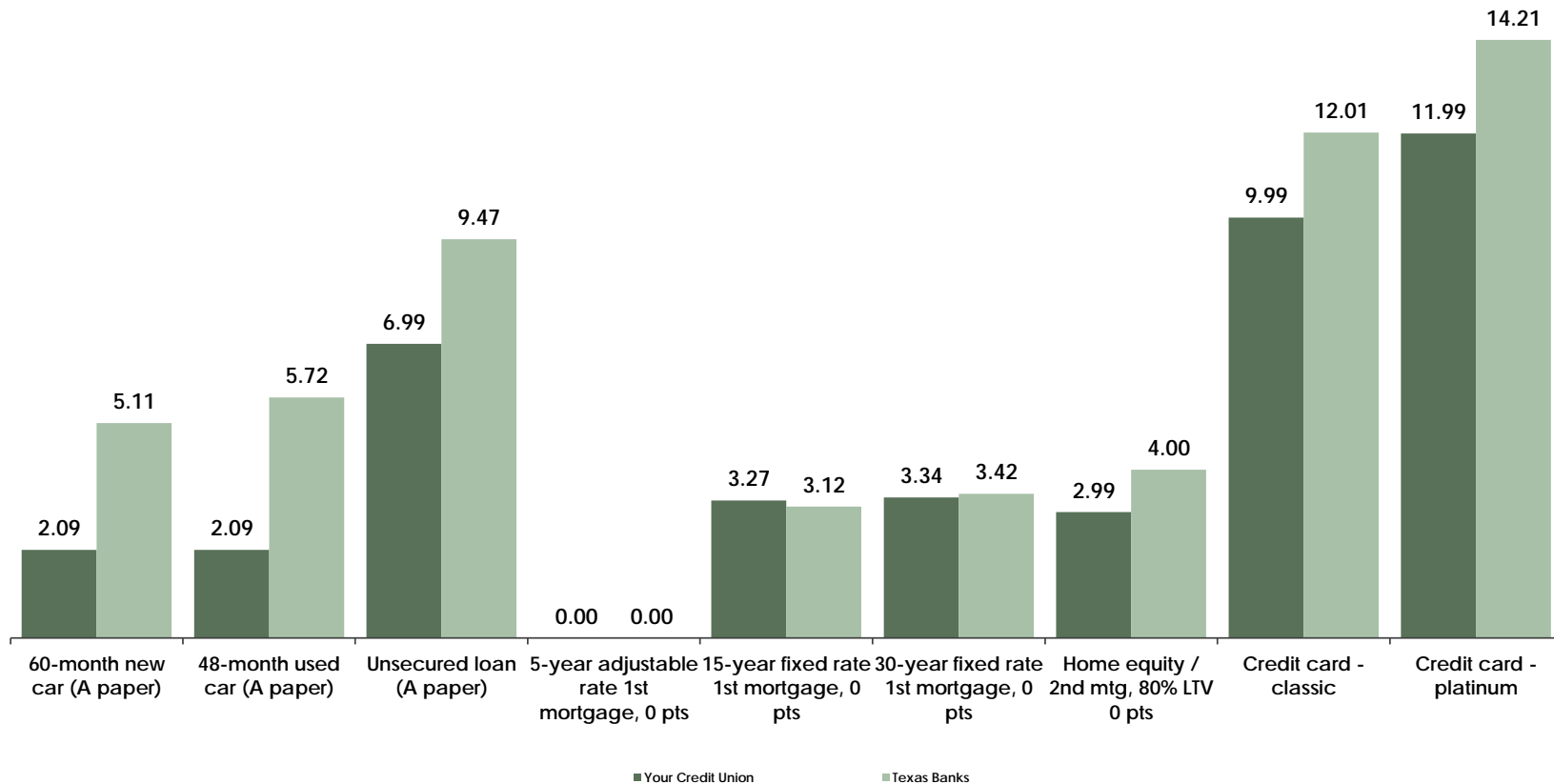


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CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

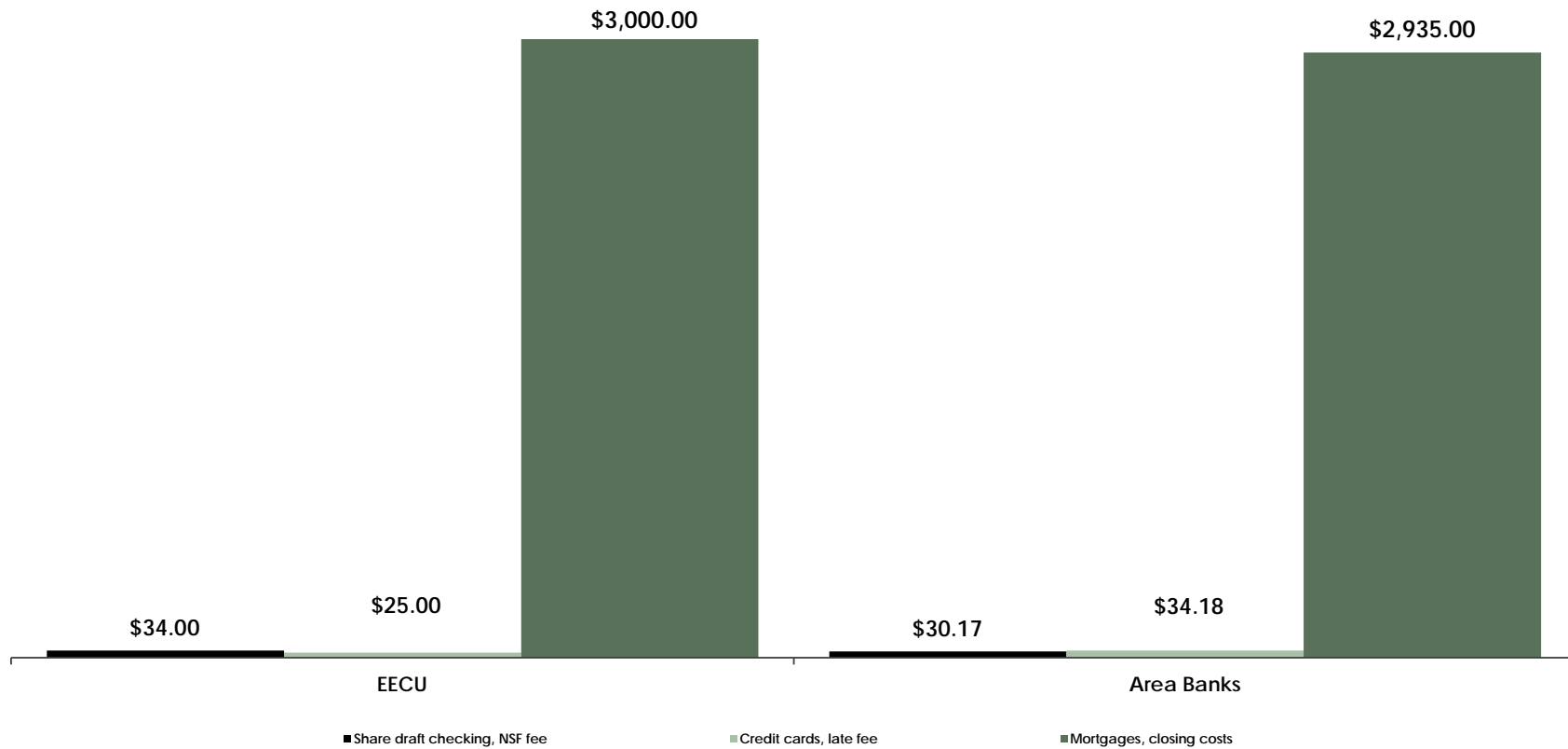


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Membership Benefits Report

CUNA Economics and Statistics

Interest Rates at EECU 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)	2.09	5.11	-3.02
48-month used car (A paper)	2.09	5.72	-3.63
Unsecured loan (A paper)	6.99	9.47	-2.48
5-year adjustable rate 1st mortgage, 0 pts	0.00	0.00	0.00
15-year fixed rate 1st mortgage, 0 pts	3.27	3.12	0.15
30-year fixed rate 1st mortgage, 0 pts	3.34	3.42	-0.09
Home equity / 2nd mtg, 80% LTV 0 pts	2.99	4.00	-1.01
Credit card - classic	9.99	12.01	-2.02
Credit card - platinum	11.99	14.21	-2.22
Savings Products			
Regular savings, \$1,000 balance	0.15	0.04	0.12
Share draft checking, \$5,000 balance	0.10	0.04	0.06
Money Market Accounts	0.40	0.11	0.29
1 Year certificate \$10,000 balance	0.70	0.39	0.31
Retirement (IRA) accounts	0.55	0.25	0.30
Fee Income			
Share draft checking, NSF fee	\$34.00	\$30.17	\$3.83
Credit cards, late fee	\$25.00	\$34.18	-\$9.18
Mortgages, closing costs	\$3,000.00	\$2,935.00	\$65.00

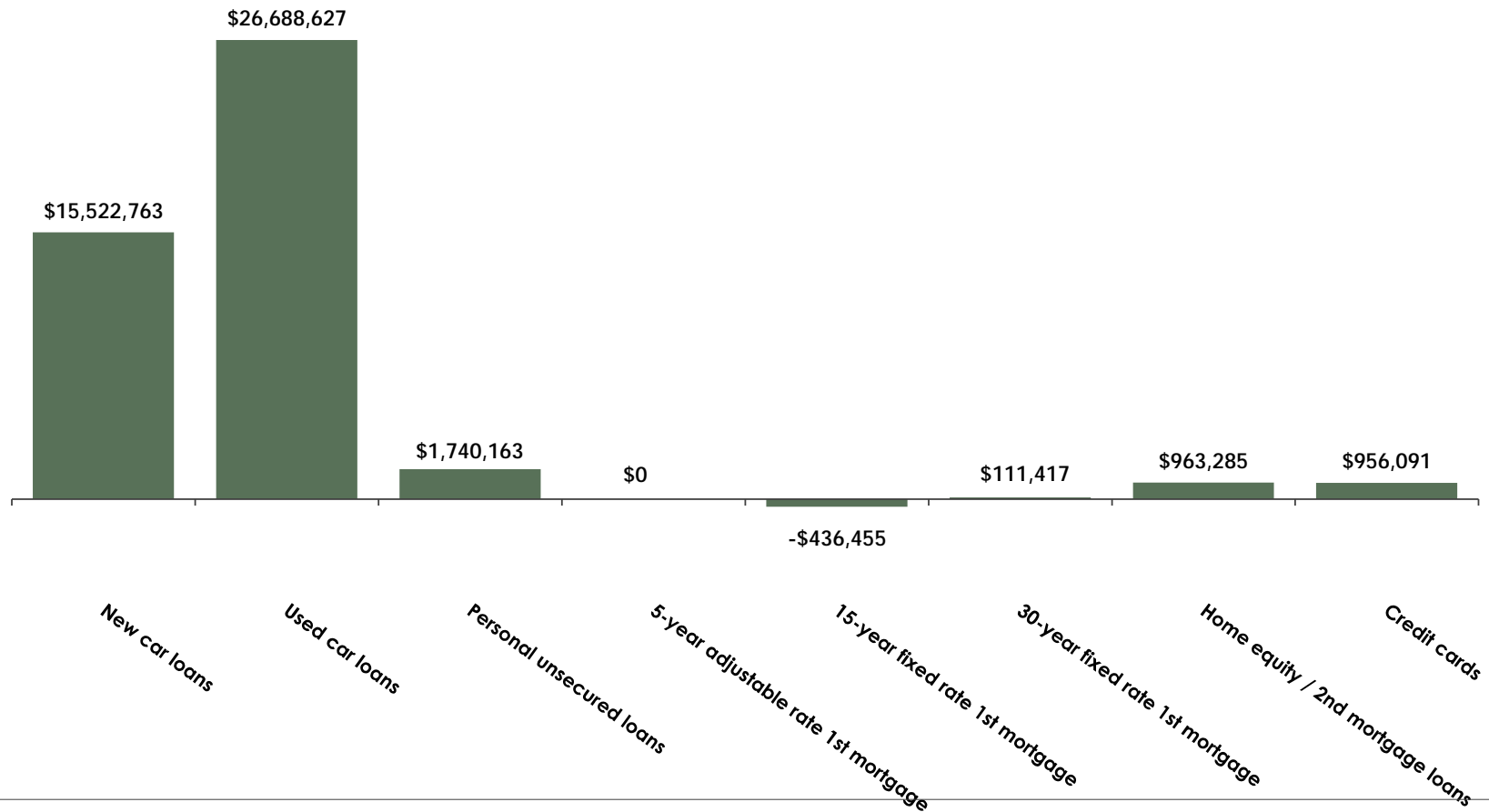
*Rates and fees as of 12/2/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Loan Rate Benefits

by Loan Type

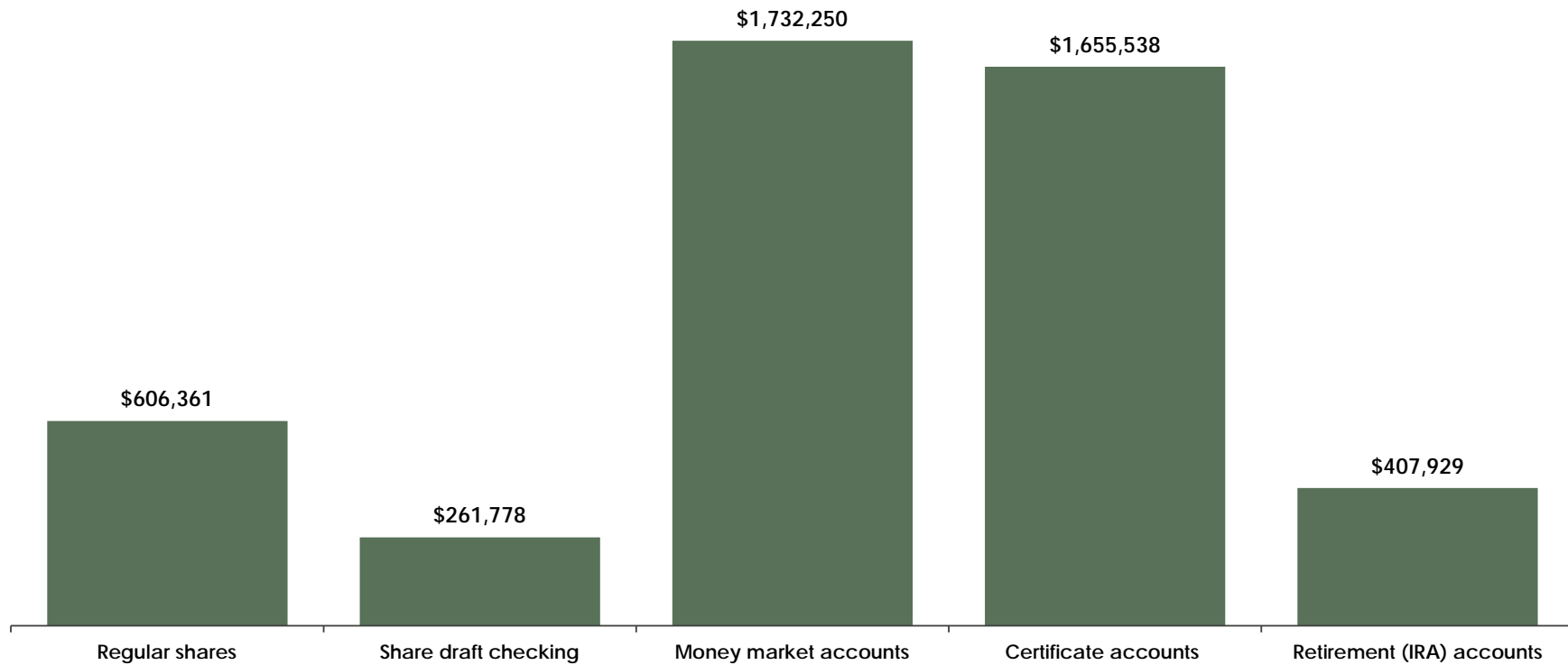


Membership Benefits Report

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Your Credit Union's Total Savings Dividend Benefits

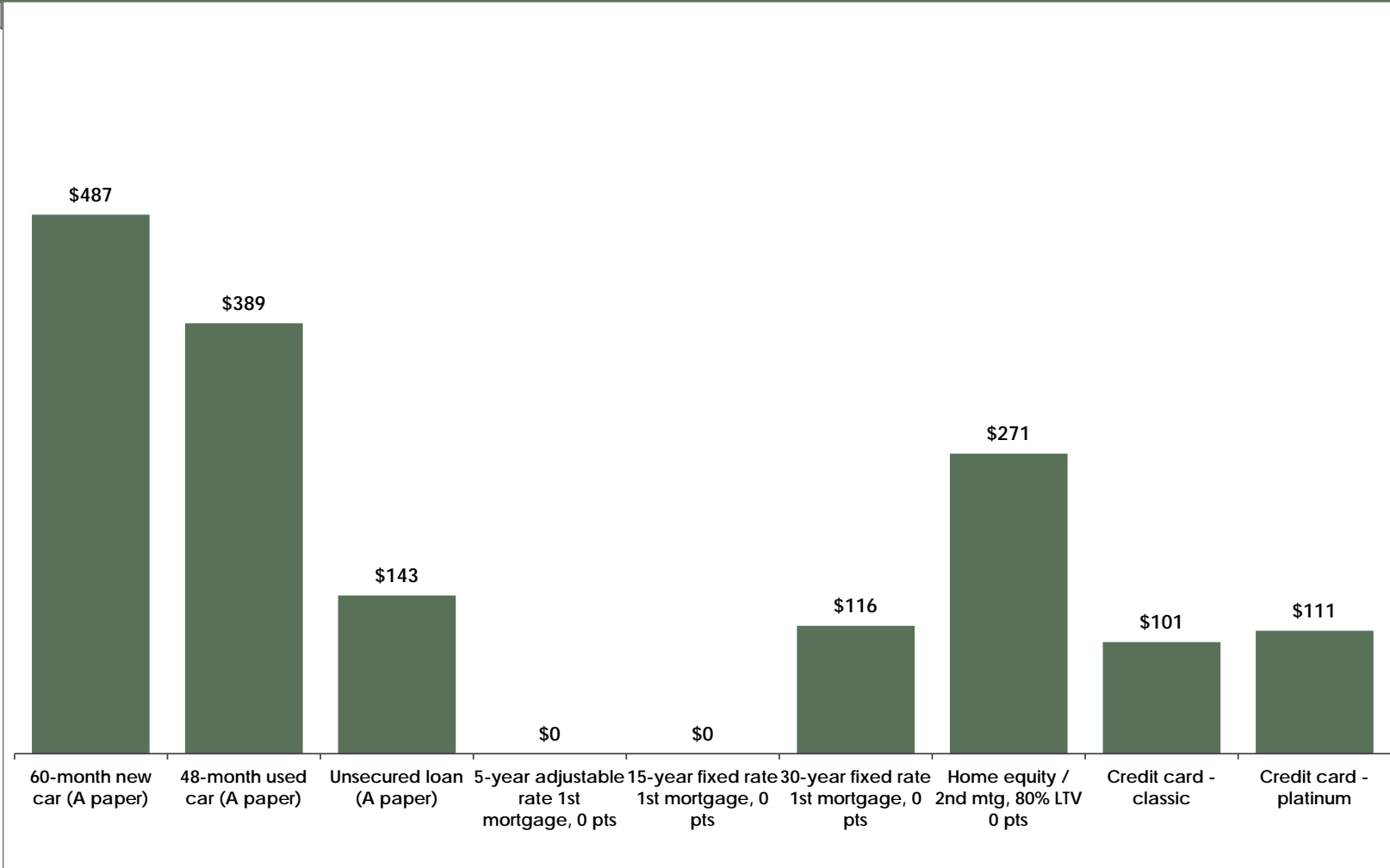
Compared to Banking Institutions in Your State
by Account Type



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)

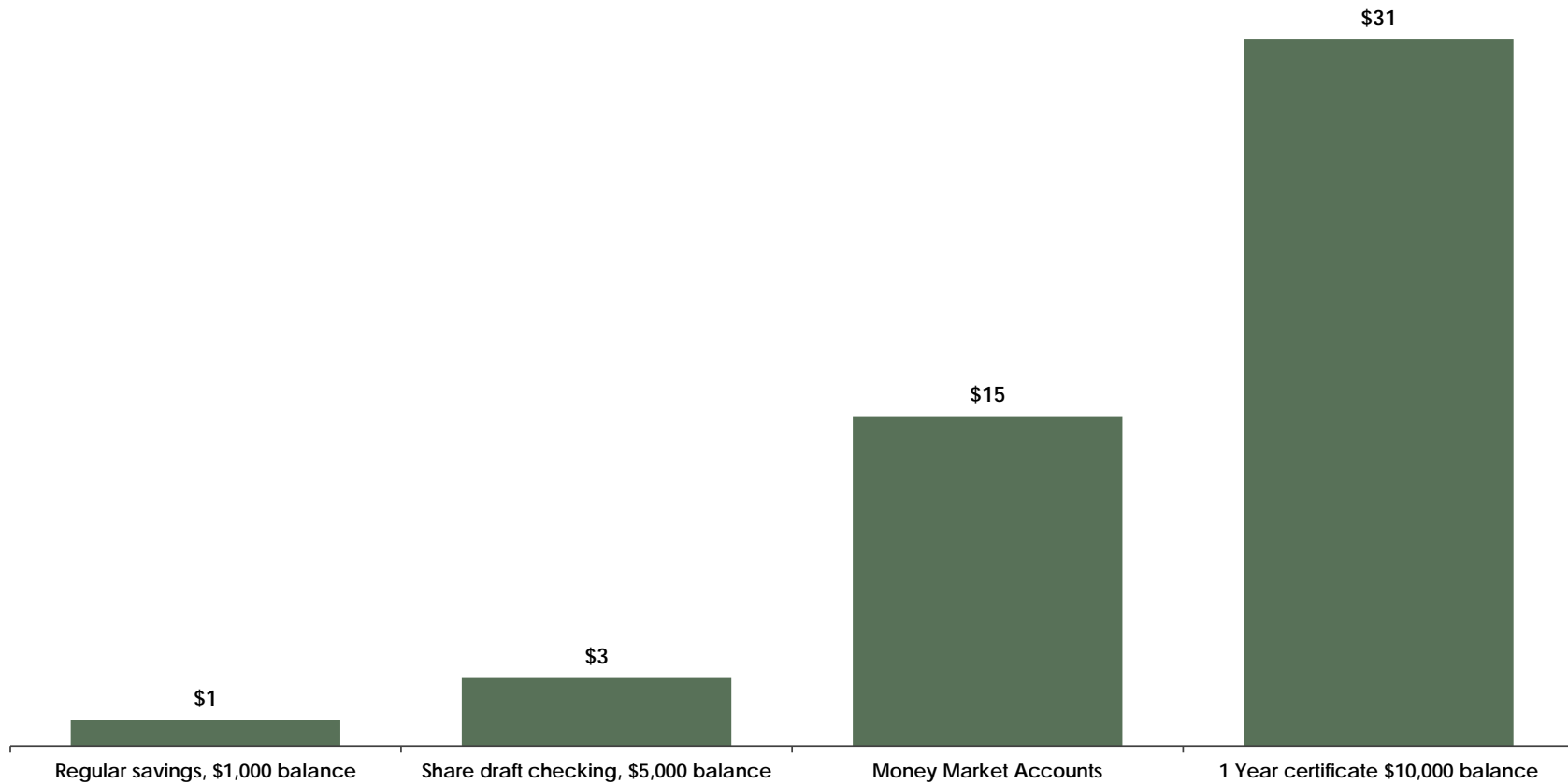
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000

Home Equity: \$20,000; 2nd Mortgage: \$20,000; Credit Card: \$10,000

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 EECU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Texas Banks (%) (2)	Financial Benefit to Your Members
New car loans	514,509,872	-3.02	\$15,522,763
Used car loans	735,629,200	-3.63	\$26,688,627
Personal unsecured loans	70,054,887	-2.48	\$1,740,163
5-year adjustable rate 1st mortgage	1,523,388	0.00	\$0
15-year fixed rate 1st mortgage	298,941,978	0.15	-\$436,455
30-year fixed rate 1st mortgage	128,065,748	-0.09	\$111,417
Home equity / 2nd mortgage loans	95,374,752	-1.01	\$963,285
Credit cards	46,199,152	-2.02	\$956,091
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$45,545,892
Savings			
Regular shares	527,270,106	0.12	\$606,361
Share draft checking	436,296,665	0.06	\$261,778
Money market accounts	593,236,184	0.29	\$1,732,250
Certificate accounts	528,925,949	0.31	\$1,655,538
Retirement (IRA) accounts	134,852,637	0.30	\$407,929
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$4,663,856
Fee Income			
Total CU member benefit arising from fewer/lower fees:			-\$580,226
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$49,629,522
Total CU member benefit / member:			\$227
Total CU member benefit / member household:			\$478

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of June 2020 and June 2019 according to the NCUA call report.

(2) Rates and fees as of 12/2/2020. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

EECU

The Credit Union National Association has determined that EECU provided \$49,629,522 in direct financial benefits to its 218,230 members during the twelve months ending in June 2020. These benefits are equivalent to approximately \$478 per member household.

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

EECU Performance Profile

Demographic Information	Jun 20	Jun 19
Number of branches	14	15
Total assets (\$ mil)	2,753	2,372
Total loans (\$ mil)	2,076	1,864
Total surplus funds (\$ mil)	606	437
Total savings (\$ mil)	2,406	2,051
Total members (thousands)	225	212
Growth Rates (Year-to-date)		
Total assets	16.0 %	8.8 %
Total loans	11.4 %	8.5 %
Total surplus funds	38.7 %	9.5 %
Total savings	17.3 %	8.4 %
Total members	6.0 %	9.5 %
Earnings - Basis Pts.		
Yield on total assets	352	398
- Dividend/interest cost of assets	88	87
+ Fee & other income	131	150
- Operating expense	266	279
- Loss Provisions	42	32
= Net Income (ROA)	86	149
Capital adequacy		
Net worth / assets	11.7	12.4
Asset quality		
Delinquencies / loans	0.2	0.3
Net chargeoffs / average loans	0.4	0.4
Total borrower-bankruptcies	26	85
Bankruptcies per 1000 members	0.1	0.4
Asset/Liability Management		
Loans / savings	86.3	90.9
Loans / assets	75.4	78.6
Long-term assets / assets	23.1	22.5
Core deposits/shares & borrowings	43.7	42.7
Productivity		
Members/potential members	10.7	10.1
Borrowers/members	48.9	50.1
Members/FTE	603	587
Average shares/members (\$)	10,710	9,684
Average loan balances (\$)	18,912	17,577
Salary & Benefits/FTE	96,772	91,705

Membership Benefits Report

CUNA Economics and Statistics



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.

NEW Show members how much you save them.

Analysis as of May 4, 2017

ABC Financial CU members saved **\$10,734,590!**

APPLY NOW

Auto Loan

ABC Financial 2.74% APR	Jacksonville, Florida Me... 3.76% APR
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up to **27% lower¹**

Board Loan

Share Certificate

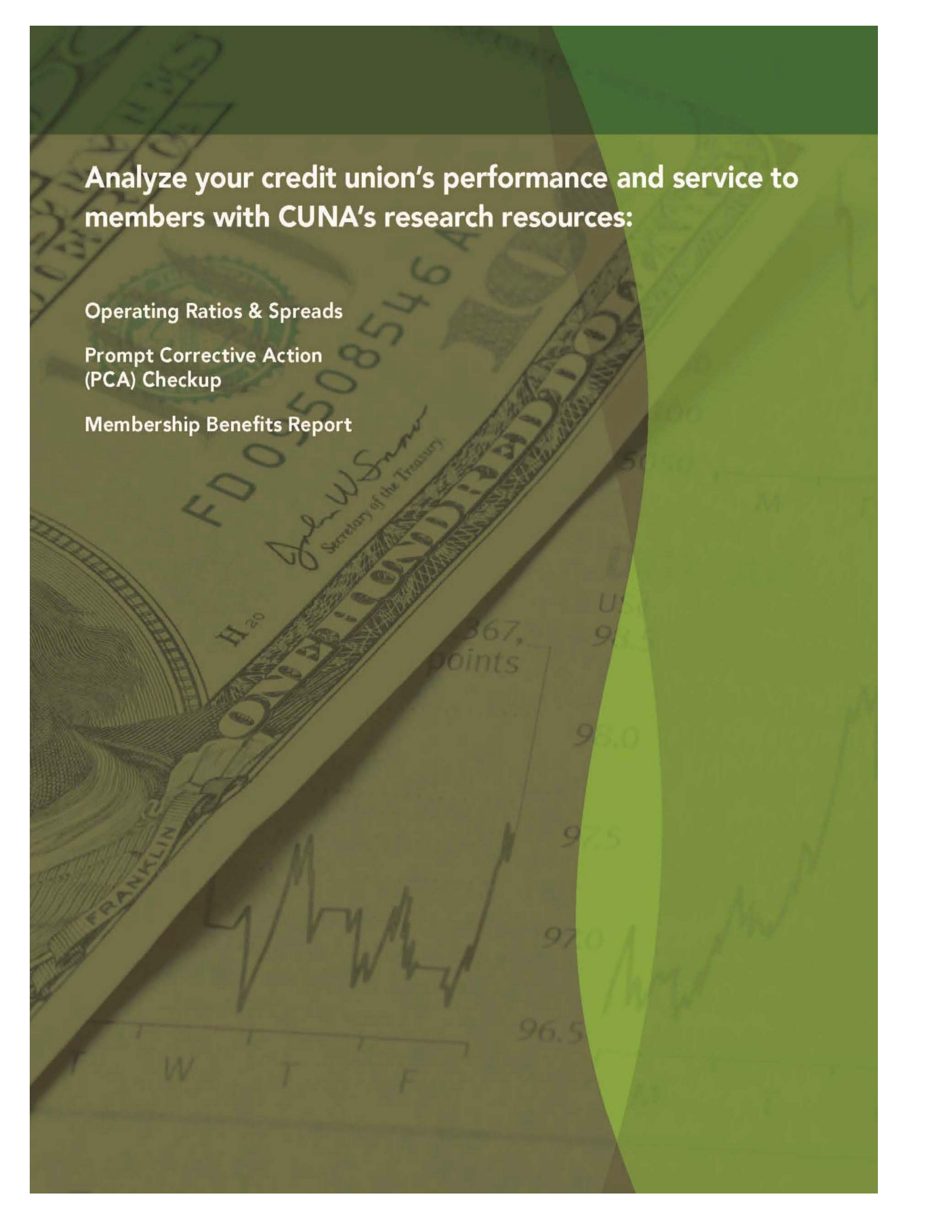
Certified to save you money.

CUNA Membership Benefits Report
Datatrac widget links to your custom report

CUNA Credit Union National Association

DATATRAC

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