

CUNA Pacific Service CU

MEMBERSHIP BENEFITS REPORT

Pacific Service 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 Pacific Service CU provided \$10,392,769 in direct financial benefits to its 65,359 members during the twelve months ending December 2021 ⁽¹⁾.

These benefits are equivalent to \$159 per member or \$334 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Pacific Service 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 Pacific Service CU will save members an average \$315 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$1,575 in savings over 5 years.

Pacific Service CU excels in providing member benefits in many loan and savings products. In particular, Pacific Service CU offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, credit cards loans.

Pacific Service CU also pays its members higher dividends on the following accounts: .



Member Benefit Marketing Toolkit
Show members how much you save them!
www.datatrac.net/memberbenefits
Website Widgets • Facebook App
Digital Lobby Graphics • Member Handouts

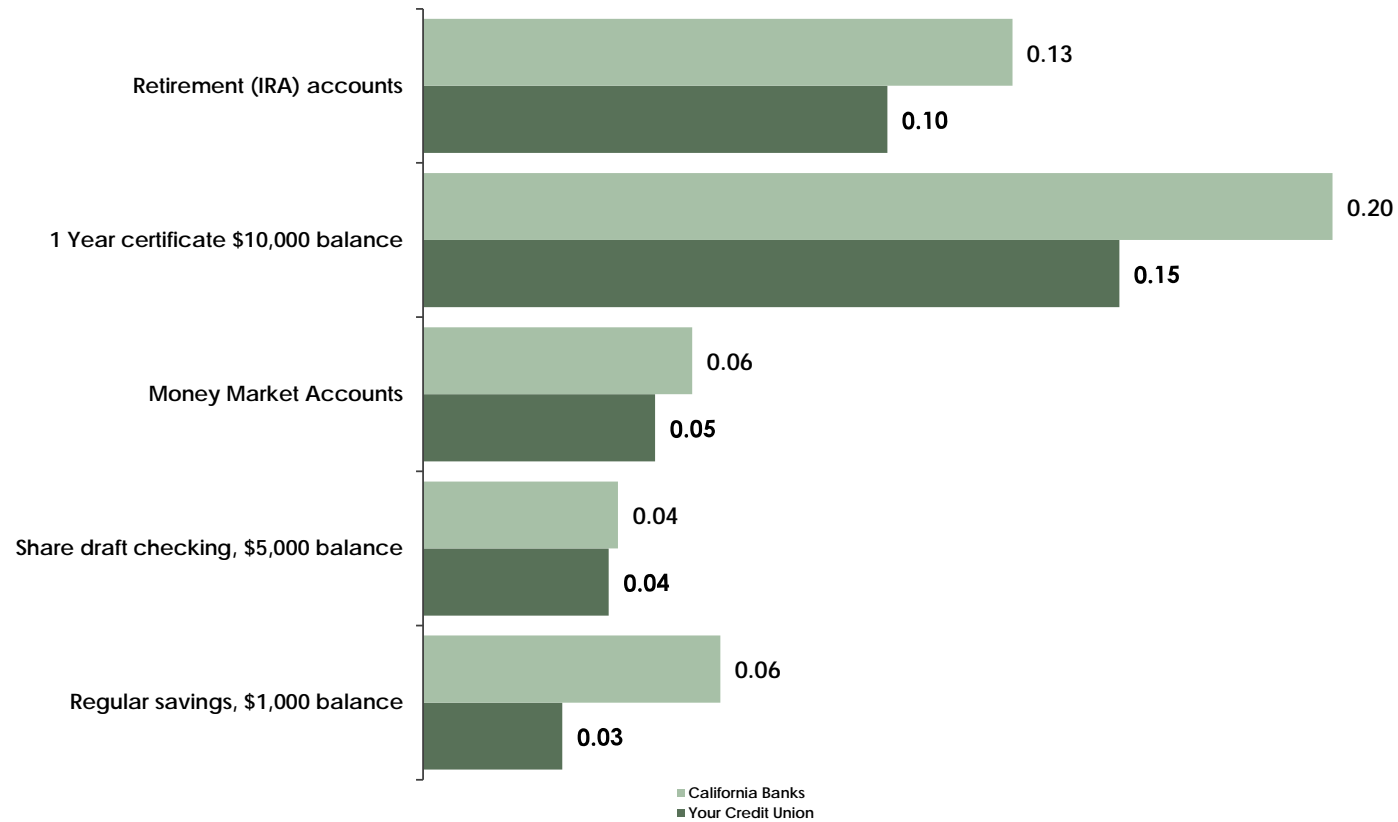
Source: Datatrac, NCUA, and CUNA.

(1) Rates and fees as of 3/31/2022.

(2) Assumes 2.1 credit union members per household.

Savings Product Comparative Interest Rates (%)

by Savings Account Type

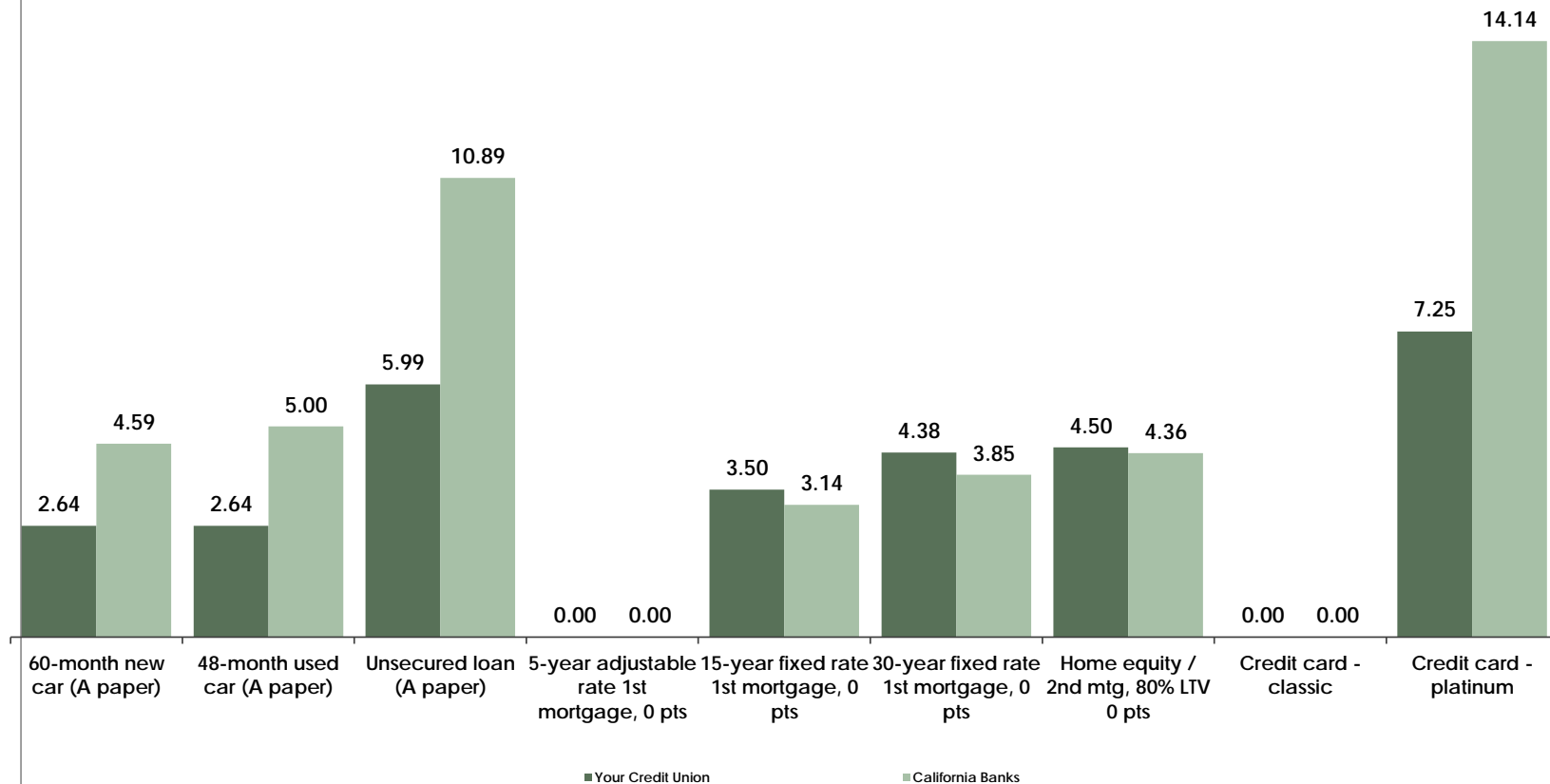


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

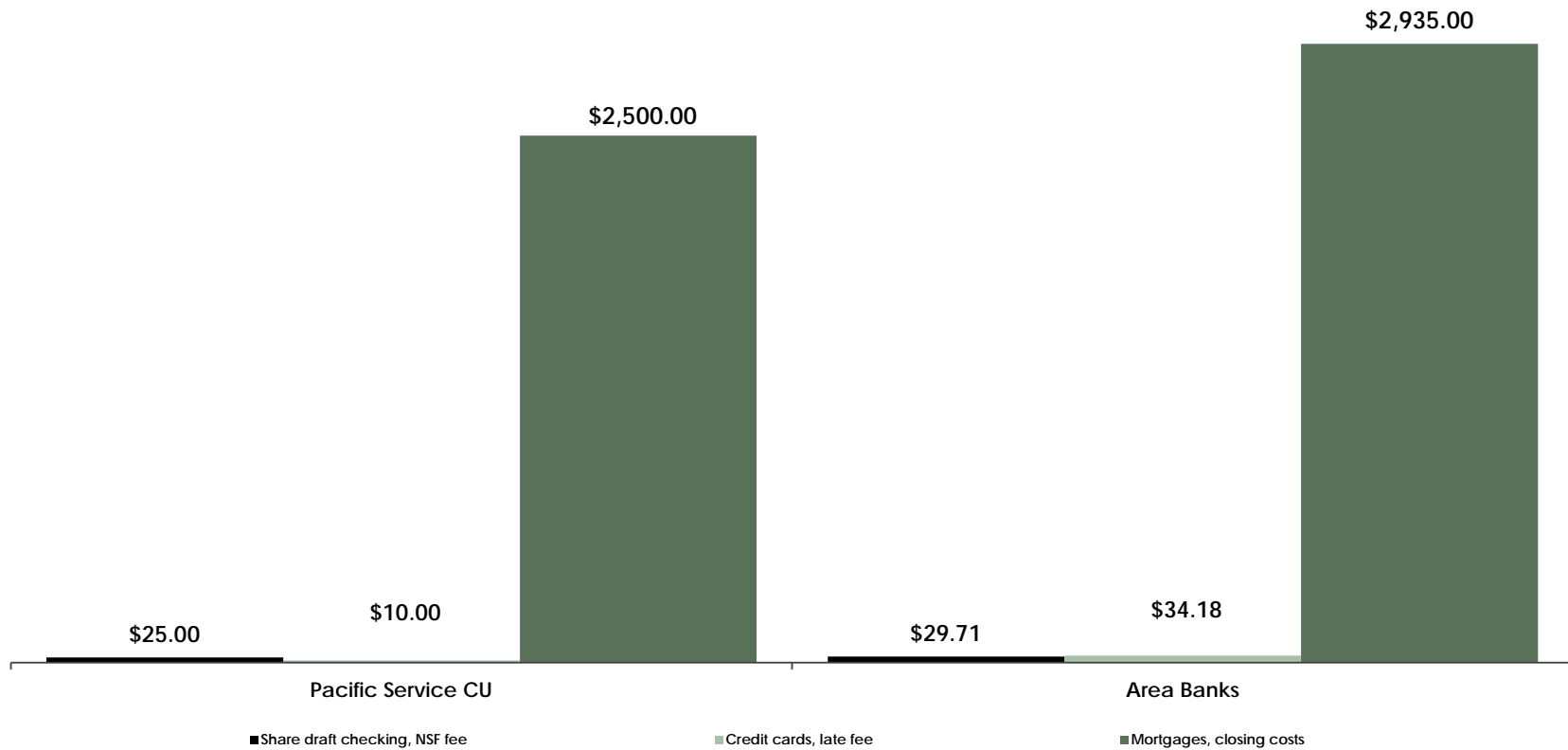


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Interest Rates at Pacific Service CU 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)	2.64	4.59	-1.95
48-month used car (A paper)	2.64	5.00	-2.36
Unsecured loan (A paper)	5.99	10.89	-4.90
5-year adjustable rate 1st mortgage, 0 pts	0.00	0.00	0.00
15-year fixed rate 1st mortgage, 0 pts	3.50	3.14	0.36
30-year fixed rate 1st mortgage, 0 pts	4.38	3.85	0.53
Home equity / 2nd mtg, 80% LTV 0 pts	4.50	4.36	0.14
Credit card - classic	0.00	0.00	0.00
Credit card - platinum	7.25	14.14	-6.89
Savings Products			
Regular savings, \$1,000 balance	0.03	0.06	-0.03
Share draft checking, \$5,000 balance	0.04	0.04	0.00
Money Market Accounts	0.05	0.06	-0.01
1 Year certificate \$10,000 balance	0.15	0.20	-0.05
Retirement (IRA) accounts	0.10	0.13	-0.03
Fee Income			
Share draft checking, NSF fee	\$25.00	\$29.71	-\$4.71
Credit cards, late fee	\$10.00	\$34.18	-\$24.18
Mortgages, closing costs	\$2,500.00	\$2,935.00	-\$435.00

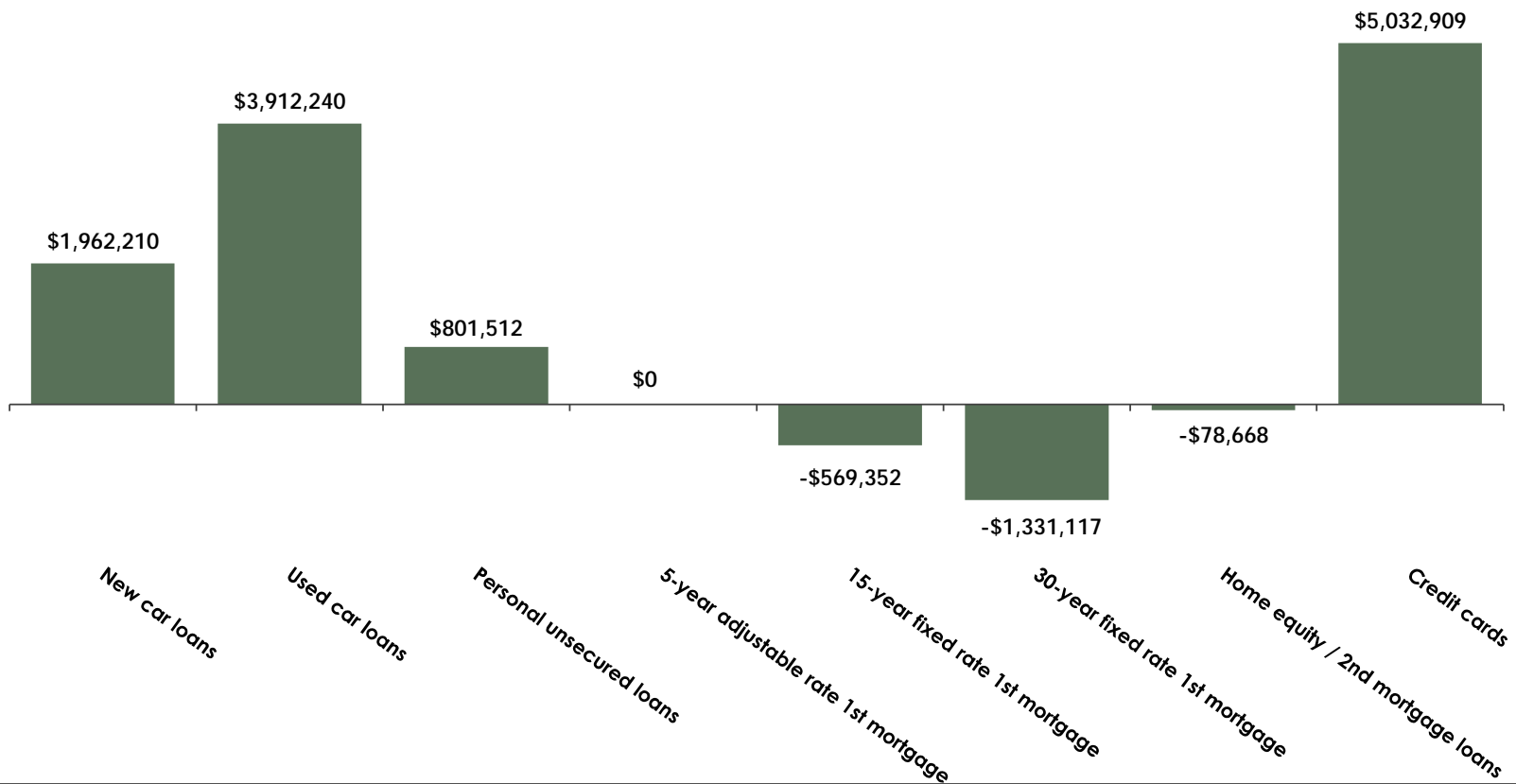
*Rates and fees as of 3/31/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Loan Rate Benefits

by Loan Type

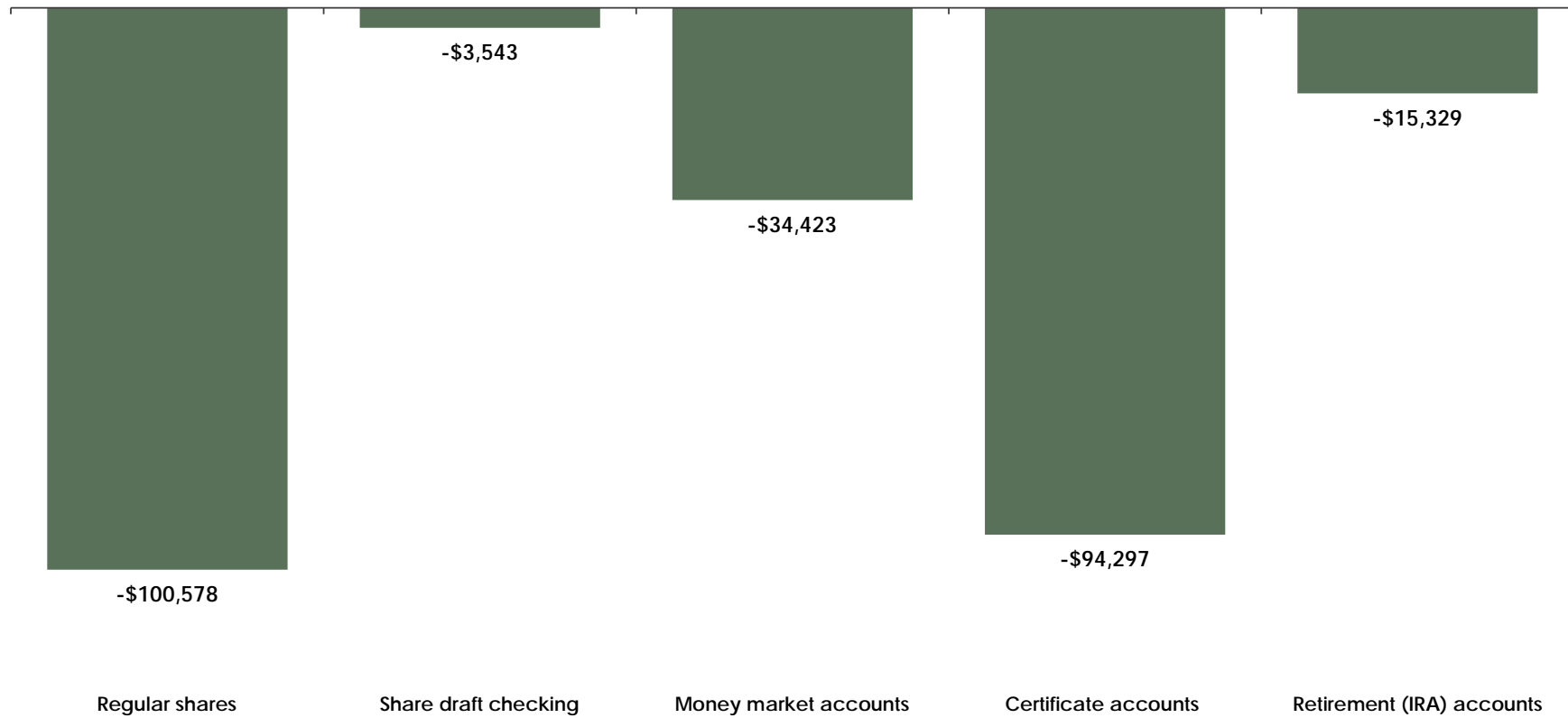


Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Savings Dividend Benefits

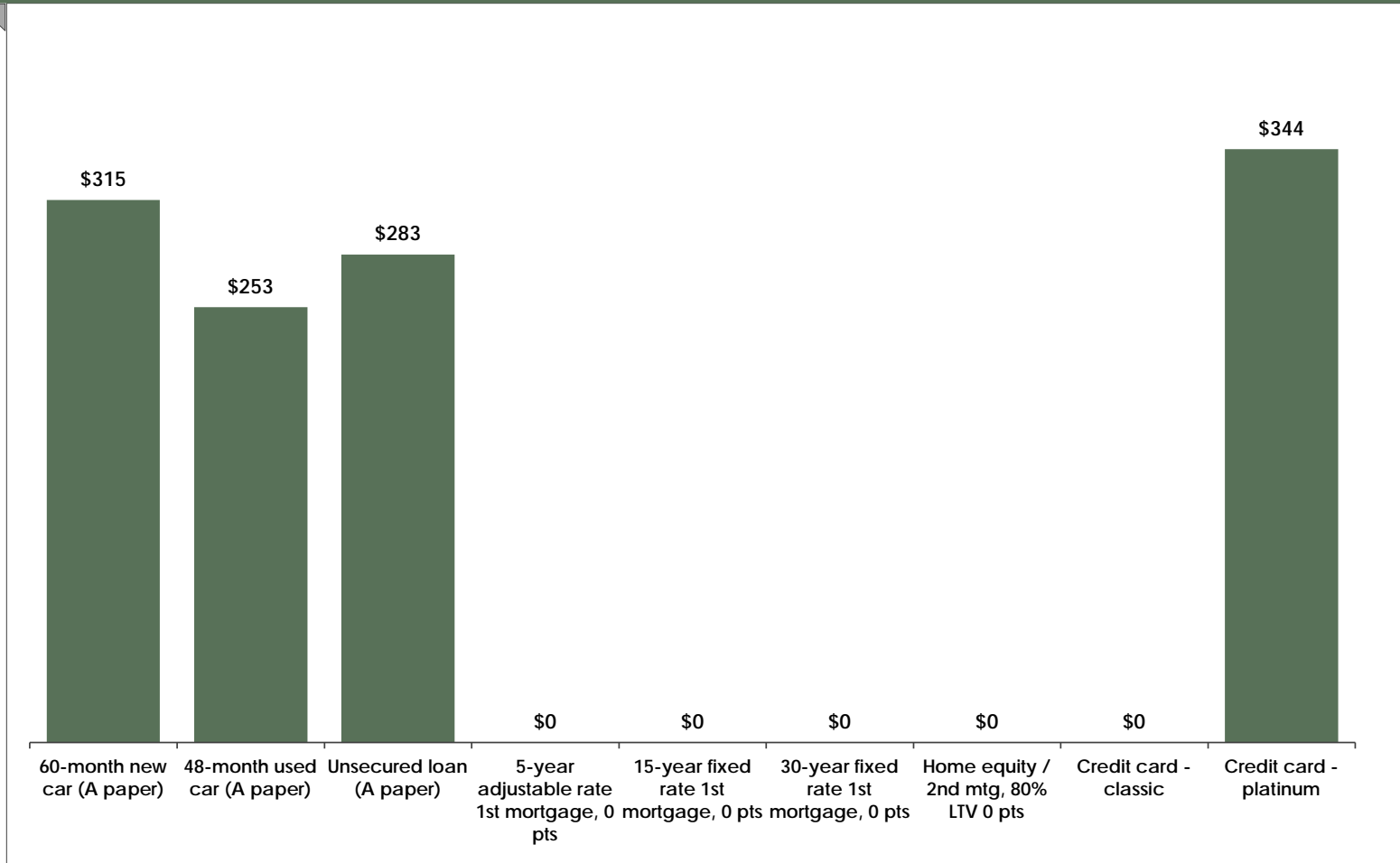
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit of Loan Products with Various Terms



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

Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit on Savings Products with Various Terms

\$0

Regular savings, \$1,000 balance

\$0

Share draft checking, \$5,000 balance

\$0

Money Market Accounts

\$0

1 Year certificate \$10,000 balance

Membership Benefits Report

CUNA Economics and Statistics

Estimated Financial Benefits for Pacific Service CU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. California Banks (%) (2)	Financial Benefit to Your Members
New car loans	100,677,789	-1.95	\$1,962,210
Used car loans	165,913,494	-2.36	\$3,912,240
Personal unsecured loans	16,357,397	-4.90	\$801,512
5-year adjustable rate 1st mortgage	14,296,524	0.00	\$0
15-year fixed rate 1st mortgage	157,279,453	0.36	-\$569,352
30-year fixed rate 1st mortgage	253,546,020	0.53	-\$1,331,117
Home equity / 2nd mortgage loans	57,006,032	0.14	-\$78,668
Credit cards	73,099,624	0.00	\$5,032,909
Interest rebates			\$0
Total CU member benefits arising from lower interest rates on loan products:			\$9,729,735
<i>Savings</i>			
Regular shares	295,817,315	-0.03	-\$100,578
Share draft checking	177,168,831	0.00	-\$3,543
Money market accounts	430,286,556	-0.01	-\$34,423
Certificate accounts	204,992,398	-0.05	-\$94,297
Retirement (IRA) accounts	56,773,407	-0.03	-\$15,329
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			-\$248,170
<i>Fee Income</i>			
Total CU member benefit arising from fewer/lower fees:			\$911,203
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$10,392,769
Total CU member benefit / member:			\$159
Total CU member benefit / member household:			\$334

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2021 and December 2020 according to the NCUA call report.

(2) Rates and fees as of 3/31/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Pacific Service CU

The Credit Union National Association has determined that Pacific Service CU provided \$10,392,769 in direct financial benefits to its 65,359 members during the twelve months ending in December 2021. These benefits are equivalent to approximately \$334 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

Pacific Service CU Performance Profile

Demographic Information	Dec 21	Dec 20
Number of branches	6	6
Total assets (\$ mil)	1,408	1,322
Total loans (\$ mil)	860	826
Total surplus funds (\$ mil)	500	457
Total savings (\$ mil)	1,206	1,124
Total members (thousands)	66	65
Growth Rates (Year-to-date)		
Total assets	6.5 %	13.3 %
Total loans	4.2 %	6.7 %
Total surplus funds	9.2 %	29.3 %
Total savings	7.3 %	15.0 %
Total members	0.6 %	0.5 %
Earnings - Basis Pts.		
Yield on total assets	263	306
- Dividend/interest cost of assets	26	45
+ Fee & other income	74	78
- Operating expense	278	286
- Loss Provisions	0	17
= Net Income (ROA)	34	36
Capital adequacy		
Net worth / assets	13.0	13.5
Asset quality		
Delinquencies / loans	0.0	0.1
Net chargeoffs / average loans	0.1	0.2
Total borrower-bankruptcies	17	19
Bankruptcies per 1000 members	0.3	0.3
Asset/Liability Management		
Loans / savings	71.3	73.5
Loans / assets	61.1	62.5
Long-term assets / assets	50.6	22.3
Core deposits/shares & borrowings	41.8	39.3
Productivity		
Members/potential members	0.6	0.7
Borrowers/members	64.4	63.9
Members/FTE	447	467
Average shares/members (\$)	18,405	17,243
Average loan balances (\$)	20,369	19,831
Salary & Benefits/FTE	140,076	139,685



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

Jacksonville, Florida Metro 3.76% APY

ABC Financial 2.74% APY

up to **27% lower¹**

Boat Loan

Share Certificate

CUNA Membership Benefits Report
Datatrac widget links to your custom report

Savings for your Entire Membership
Amount you saved your entire membership last year

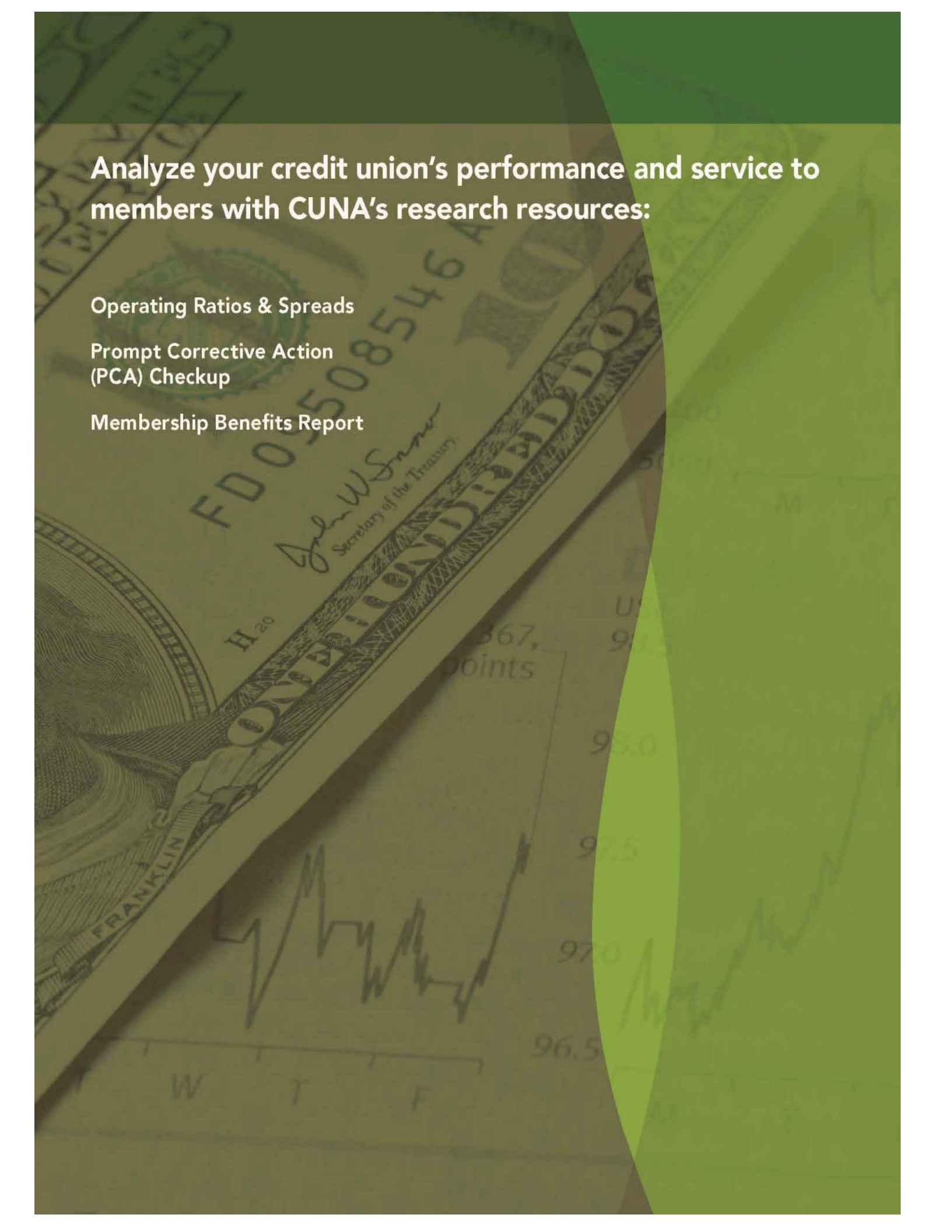
Savings by Product
Amount a member on their next deposit or loan with you

CUNA Membership Benefits Report

CUNA 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