

CUNA MyUSA CU

# MEMBERSHIP BENEFITS REPORT

## MyUSA 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 MyUSA CU provided \$1,336,702 in direct financial benefits to its 17,293 members during the twelve months ending December 2021 <sup>(1)</sup>.

**These benefits are equivalent to \$77 per member or \$162 per member household <sup>(2)</sup>**

The per-member and per-household member benefits delivered by MyUSA 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 MyUSA CU will save members an average \$65 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$325 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 MyUSA CU provided loyal high-use member households \$1446 in direct financial benefits during the twelve month period.

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

MyUSA CU also pays its members higher dividends on the following accounts: share draft checking, money market accounts, certificate accounts, IRAs.



**Member Benefit Marketing Toolkit**  
Show members how much you save them!

[www.datatrac.net/memberbenefits](http://www.datatrac.net/memberbenefits)

Website Widgets • Facebook App  
Digital Lobby Graphics • Member Handouts



Source: Datatrac, NCUA, and CUNA.

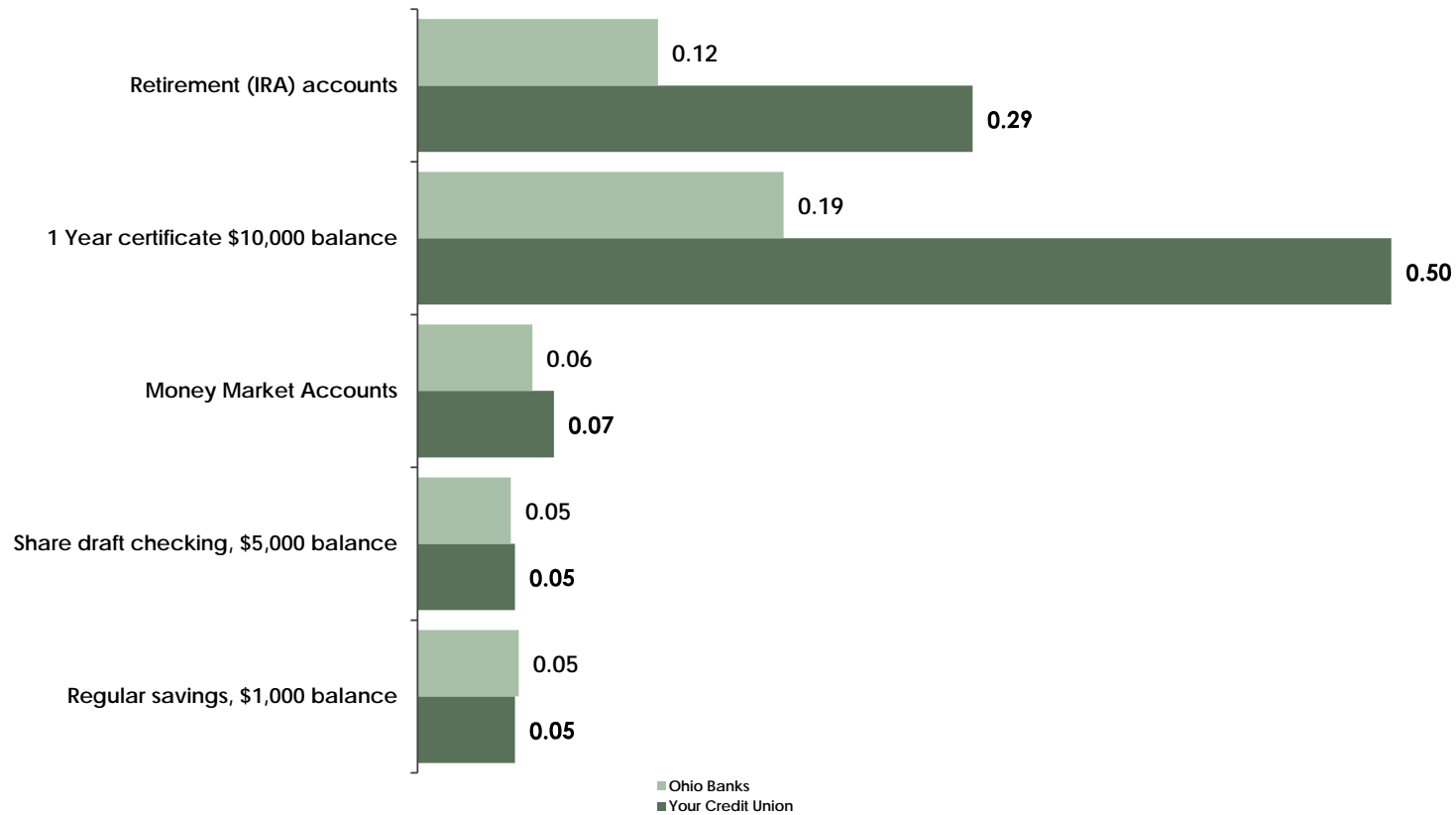
(1) Rates and fees as of 4/8/2022.

(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

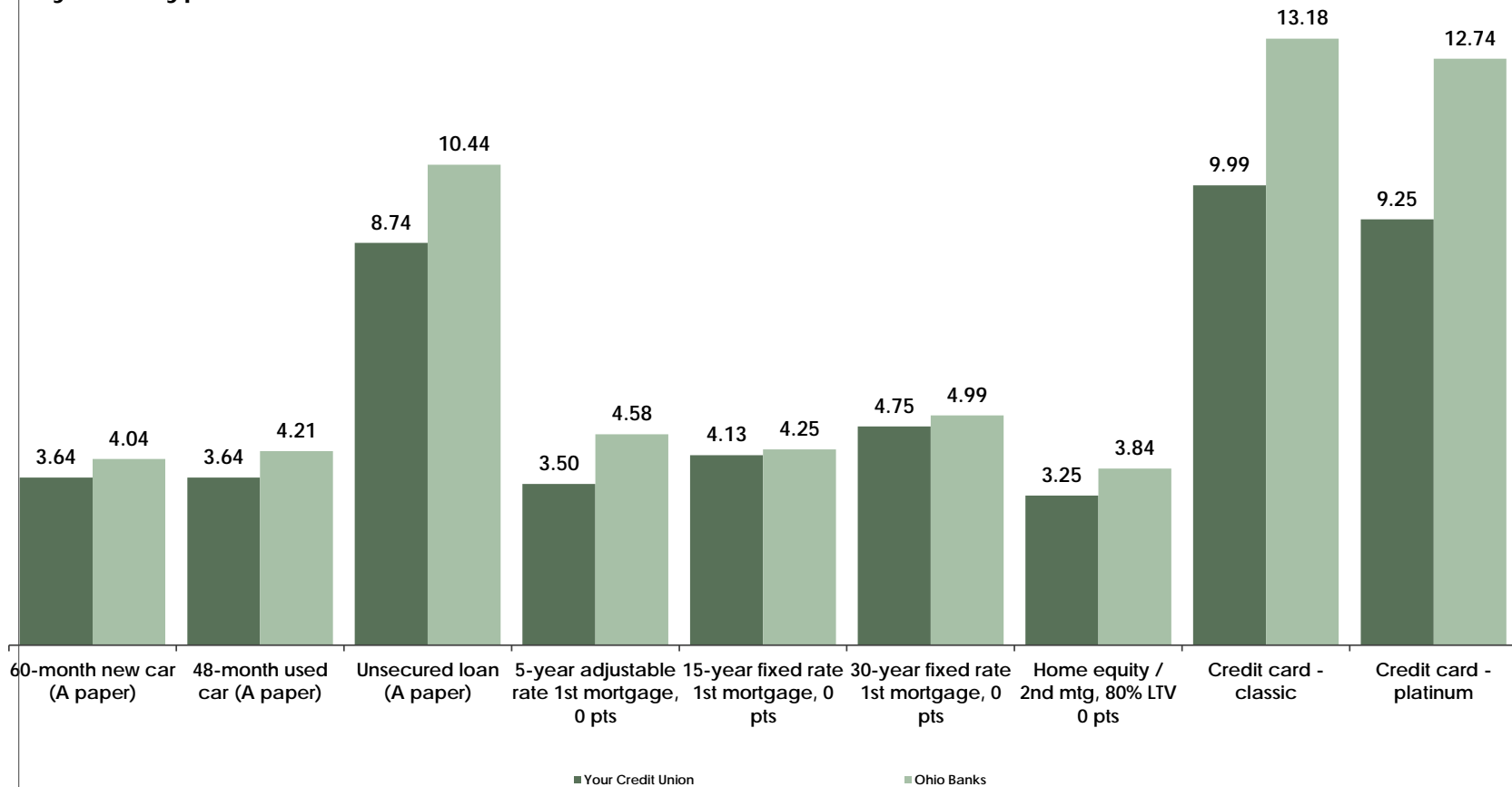


# Membership Benefits Report

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## Loan Product Comparative Interest Rates (%)

by Loan Type

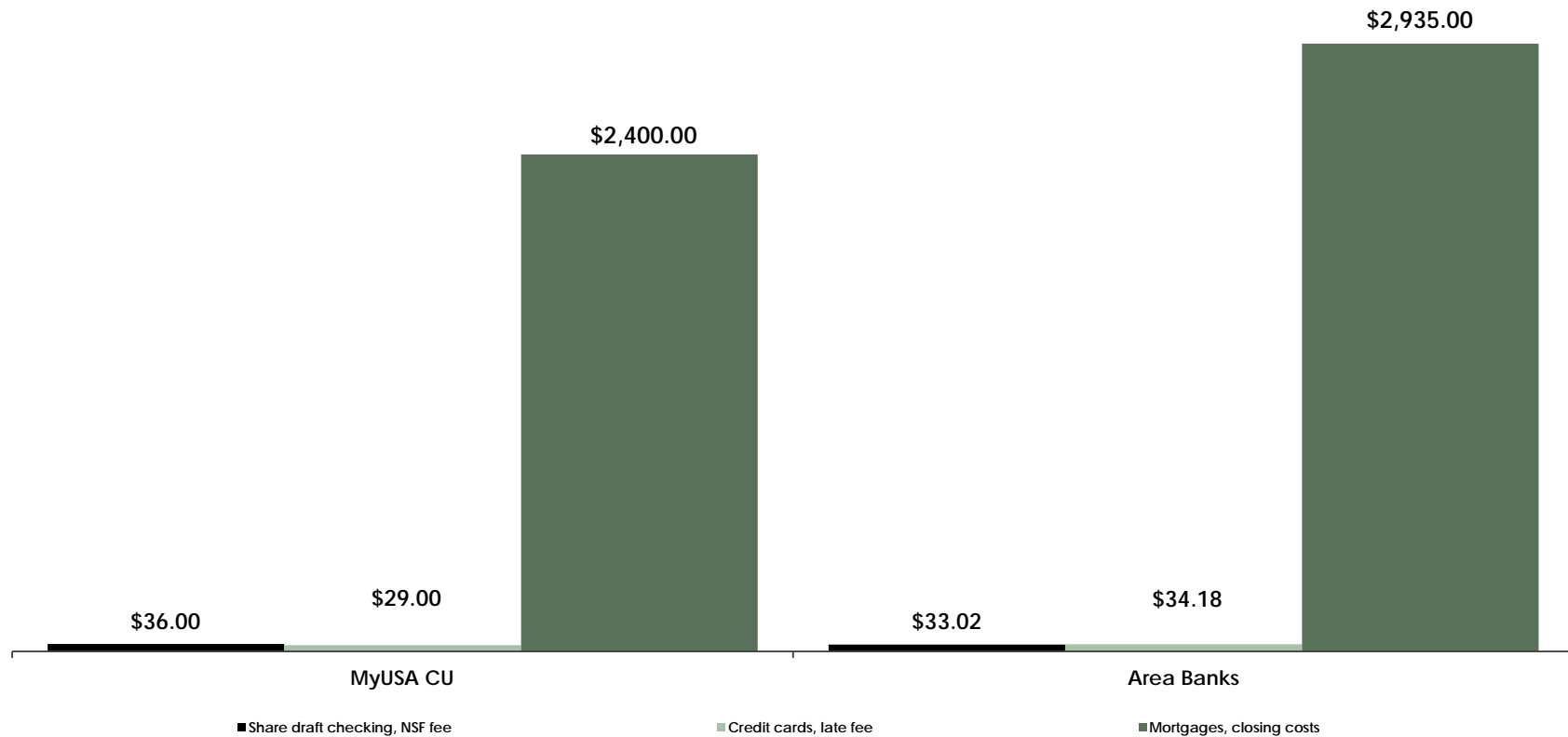


# Membership Benefits Report

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## Comparative Fees

by Type



# Membership Benefits Report

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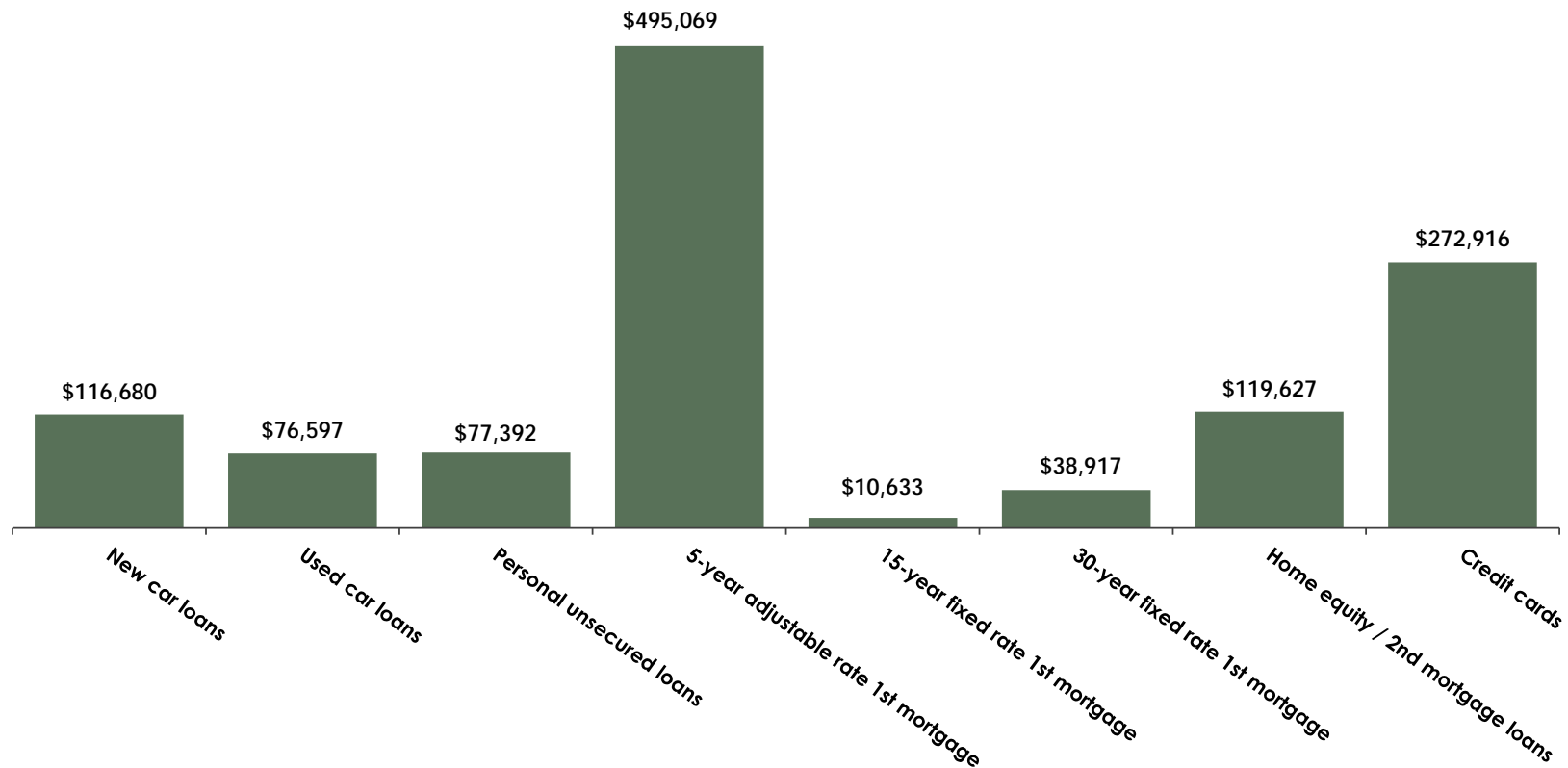
## Interest Rates at MyUSA CU and Banking Institutions in Ohio

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.64	4.04	-0.40
48-month used car (A paper)	3.64	4.21	-0.57
Unsecured loan (A paper)	8.74	10.44	-1.70
5-year adjustable rate 1st mortgage, 0 pts	3.50	4.58	-1.08
15-year fixed rate 1st mortgage, 0 pts	4.13	4.25	-0.13
30-year fixed rate 1st mortgage, 0 pts	4.75	4.99	-0.24
Home equity / 2nd mtg, 80% LTV 0 pts	3.25	3.84	-0.59
Credit card - classic	9.99	13.18	-3.19
Credit card - platinum	9.25	12.74	-3.49
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.05	0.05	0.00
Share draft checking, \$5,000 balance	0.05	0.05	0.00
Money Market Accounts	0.07	0.06	0.01
1 Year certificate \$10,000 balance	0.50	0.19	0.31
Retirement (IRA) accounts	0.29	0.12	0.16
<b>Fee Income</b>			
Share draft checking, NSF fee	\$36.00	\$33.02	\$2.98
Credit cards, late fee	\$29.00	\$34.18	-\$5.18
Mortgages, closing costs	\$2,400.00	\$2,935.00	-\$535.00

\*Rates and fees as of 4/8/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

## Your Credit Union's Total Loan Rate Benefits

by Loan Type

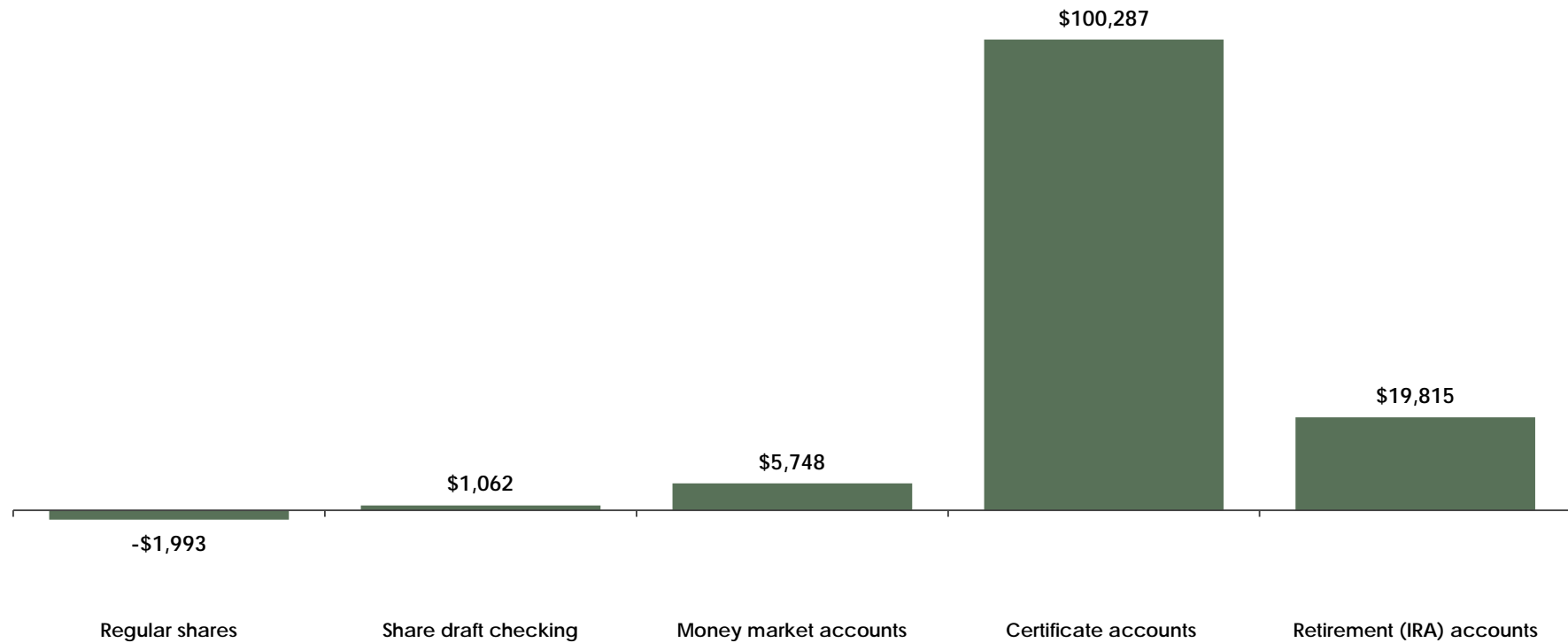


# Membership Benefits Report

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## Your Credit Union's Total Savings Dividend Benefits

Compared to Banking Institutions in Your State  
by Account Type

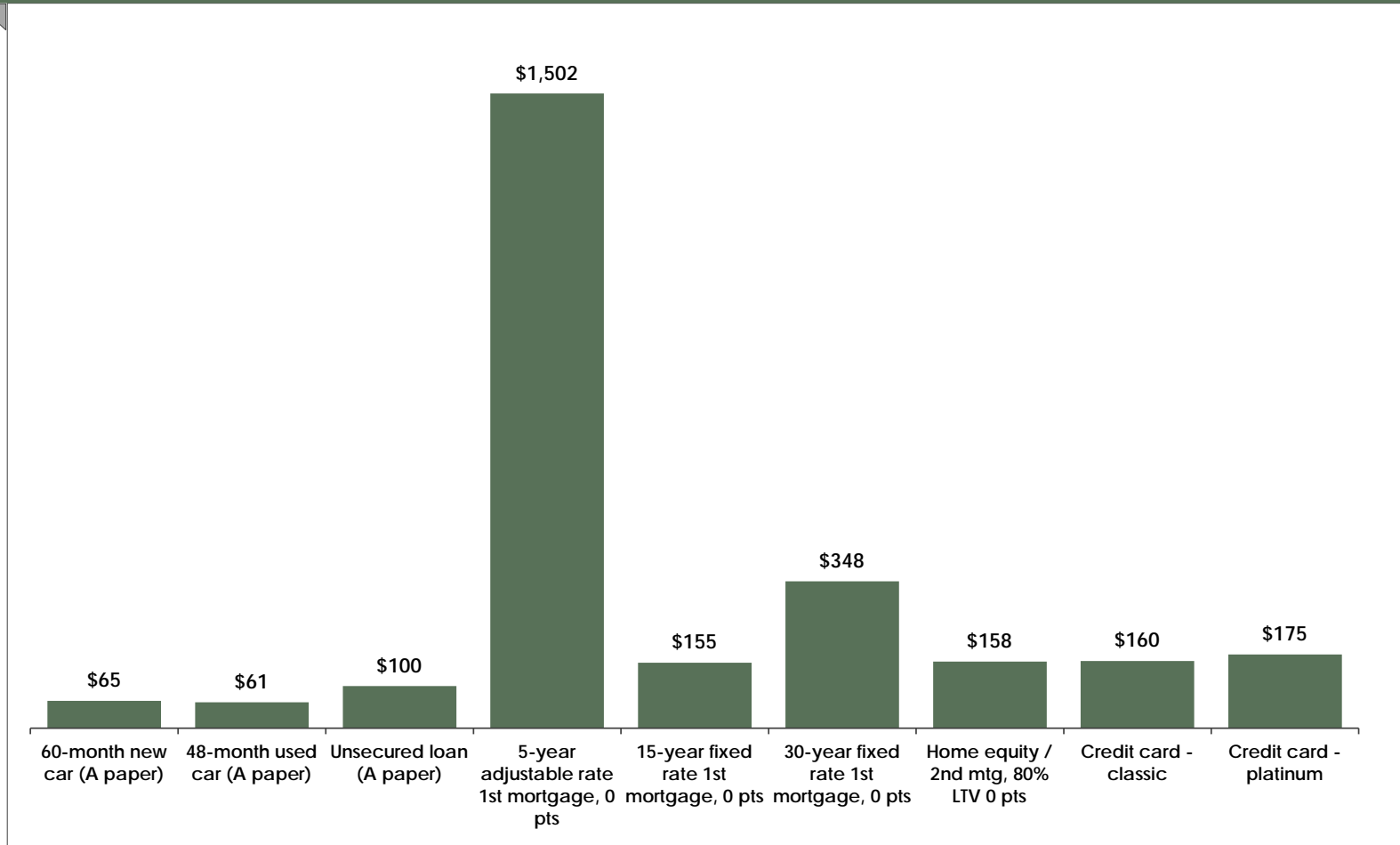




# Membership Benefits Report

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## Annual Member Benefit of Loan Products with Various Terms

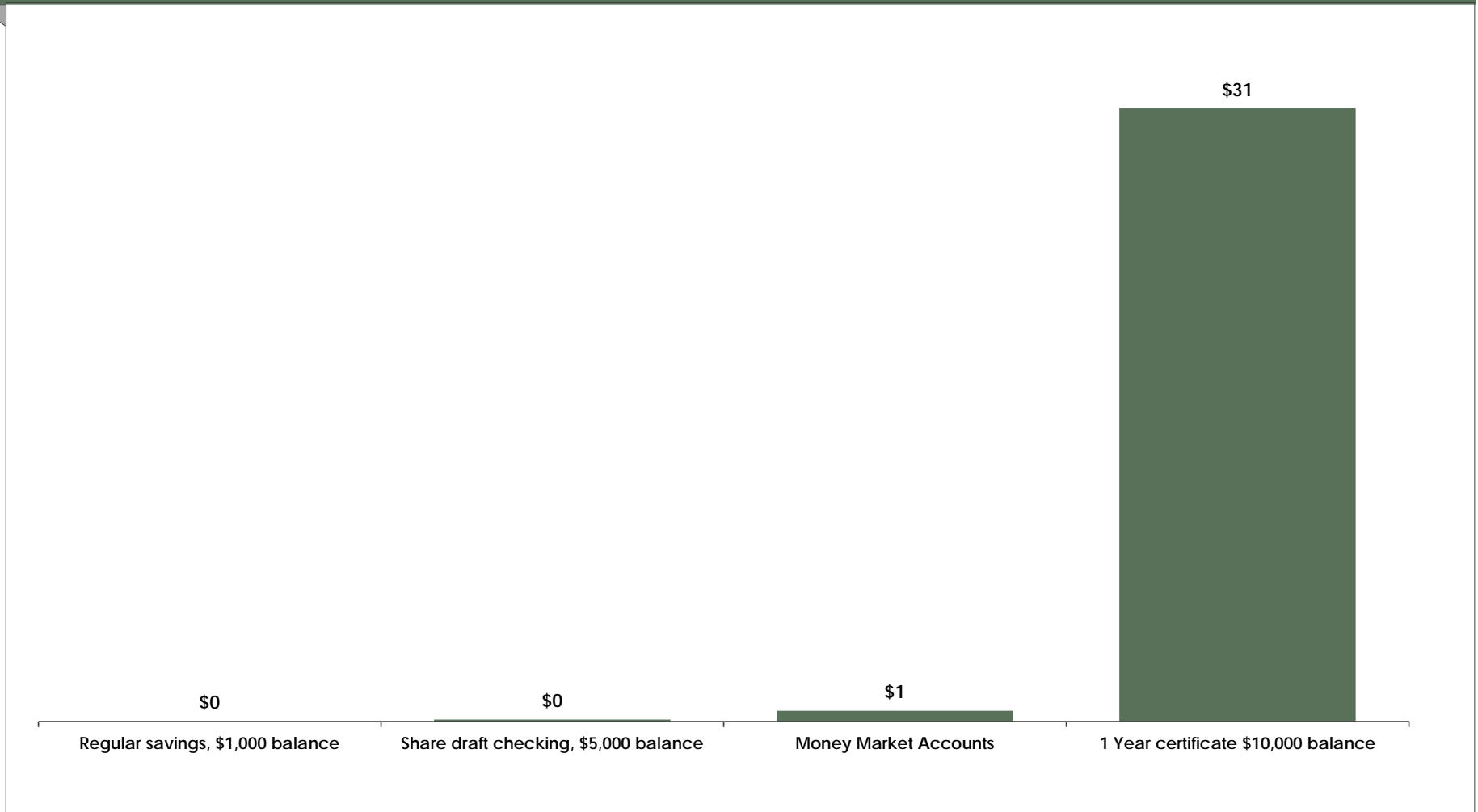


Terms on loan products included are as follows:  
New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)  
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000  
Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

# Membership Benefits Report

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## Annual Member Benefit on Savings Products with Various Terms



# Membership Benefits Report

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## Estimated Financial Benefits for MyUSA CU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Ohio Banks (%) (2)	Financial Benefit to Your Members
New car loans	29,097,194	-0.40	\$116,680
Used car loans	13,391,155	-0.57	\$76,597
Personal unsecured loans	4,563,194	-1.70	\$77,392
5-year adjustable rate 1st mortgage	45,712,711	-1.08	\$495,069
15-year fixed rate 1st mortgage	8,306,981	-0.13	\$10,633
30-year fixed rate 1st mortgage	16,283,386	-0.24	\$38,917
Home equity / 2nd mortgage loans	20,379,314	-0.59	\$119,627
Credit cards	8,358,188	-3.19	\$272,916
Interest rebates			\$0
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$1,207,830</b>
<b>Savings</b>			
Regular shares	99,638,710	0.00	-\$1,993
Share draft checking	53,087,547	0.00	\$1,062
Money market accounts	52,251,500	0.01	\$5,748
Certificate accounts	32,143,234	0.31	\$100,287
Retirement (IRA) accounts	12,269,255	0.16	\$19,815
Bonus dividends in period			\$0
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$124,918</b>
<b>Fee Income</b>			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$3,953</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$1,336,702</b>
<b>Total CU member benefit / member:</b>			<b>\$77</b>
<b>Total CU member benefit / member household:</b>			<b>\$162</b>

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 4/8/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# *Certificate of Excellence*

*is hereby granted to:*

**MyUSA CU**

*The Credit Union National Association has determined that MyUSA CU provided \$1,336,702 in direct financial benefits to its 17,293 members during the twelve months ending in December 2021.*

*These benefits are equivalent to approximately \$162 per member household.*

*MyUSA CU provided loyal high-use member households \$1,446 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

## MyUSA CU Performance Profile

Demographic Information	Dec 21	Dec 20
Number of branches	9	5
Total assets (\$ mil)	349	224
Total loans (\$ mil)	192	126
Total surplus funds (\$ mil)	130	77
Total savings (\$ mil)	307	192
Total members (thousands)	21	13
Growth Rates (Year-to-date)		
Total assets	55.9 %	6.7 %
Total loans	52.4 %	-3.0 %
Total surplus funds	68.0 %	32.9 %
Total savings	59.6 %	11.3 %
Total members	57.5 %	-10.1 %
Earnings - Basis Pts.		
Yield on total assets	302	316
- Dividend/interest cost of assets	18	45
+ Fee & other income	147	123
- Operating expense	325	335
- Loss Provisions	-5	8
= Net Income (ROA)	111	51
Capital adequacy		
Net worth / assets	8.8	11.9
Asset quality		
Delinquencies / loans	0.6	0.6
Net chargeoffs / average loans	0.1	0.1
Total borrower-bankruptcies	9	27
Bankruptcies per 1000 members	0.4	2.0
Asset/Liability Management		
Loans / savings	62.6	65.6
Loans / assets	55.0	56.3
Long-term assets / assets	20.8	23.7
Core deposits/shares & borrowings	65.0	54.7
Productivity		
Members/potential members	1.3	1.1
Borrowers/members	72.4	70.4
Members/FTE	309	280
Average shares/members (\$)	14,496	14,304
Average loan balances (\$)	12,547	13,342
Salary & Benefits/FTE	62,353	67,373

# 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](http://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% APN

Jacksonville, Florida Member 3.76% APN

up to **27% lower!**

Savings Certificate

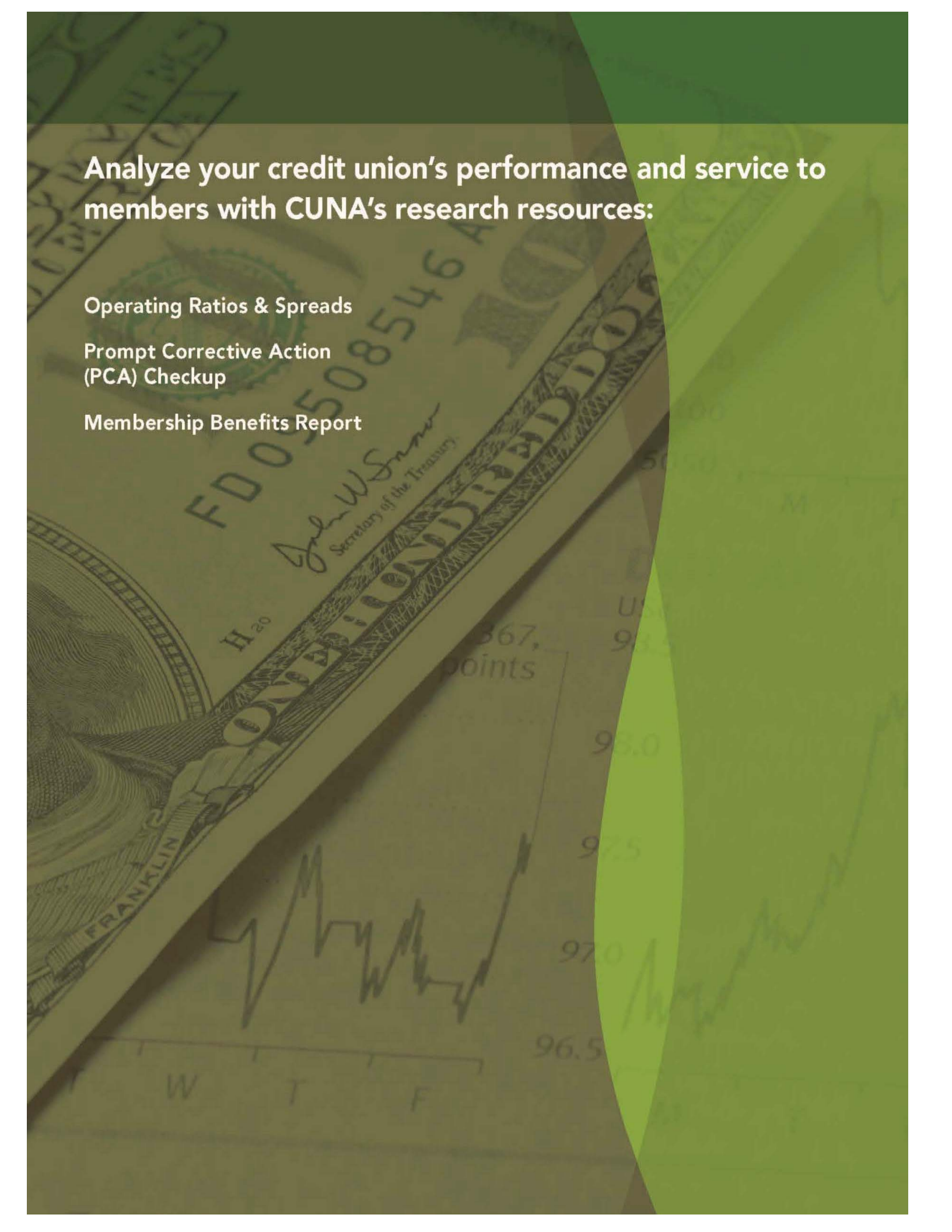
**CUNA Membership Benefits Report**

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**

The background of the slide is a composite image. On the left, there is a close-up of a US Treasury check, showing the signature of John W. Snow, Secretary of the Treasury, and the serial number FD 001508546. The check is partially obscured by a large, semi-transparent green shape that curves from the top right towards the bottom left. On the right side, there is a line graph with a white line showing fluctuations over time. The y-axis has numerical values: 96.5, 97.0, 97.5, 98.0, and 98.5. The x-axis has labels for days of the week: W, T, F. The graph shows a general upward trend with some volatility.

## 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