

## Be Our Next CU Success Story!

Since its introduction, Loan Saver has helped Credit Union members save millions. Below are a few examples.

### NORTHERN CREDIT UNION

- \$920,000 in new and refi auto loans from first campaign.
- \$2.2 million in additional auto loans from second campaign.
- Over \$625,000 in signature loans, home equity lines and credit cards.
- Another \$1 million+ in new and refinanced loans in Q1 of this year alone.

### MECU OF BALTIMORE

- Gained over \$375,00 in loans in their kickoff campaigns alone.

### CONGRESSIONAL FCU

- Brought in over \$1 million in new and refinanced loans in just 8 weeks; a 16% increase in Loan Volume.

### FIRST EAGLE FCU

- Brought in over \$700,000 in loans in first 5 months using Loan Saver.

### JERSEY SHORE FCU

- “Rescued” well over \$1,000,000 in High-Interest Loans in one year with their Loan Rescue Community Challenge Campaign, using Loan Saver to save members thousands on their loans.



## Marketing Best Practices

Loan Saver is the perfect destination and call-to-action for all your multi-channel loan marketing campaigns. The more you support it with targeted marketing and timely follow-up, the better it will perform for your credit union!

### Some Effective Marketing Strategies:

- Targeted Emails and Postcards
- New Member On-Boarding
- Loan Savings Challenges
- Social Media Marketing
- Community and SEG Events
- Prominent Website Advertisements
- Statement Inserts
- In-Branch Conversations

Learn more about Loan Saver marketing at <http://culoansaver.com/marketing>

## We want to hear from you!



We are confident that Loan Saver can grow your loans while helping your members save thousands of dollars.

Get in touch today to schedule a quick, personal webinar so we can show you a live demonstration, some success stories, and answer any questions you might have.

[www.culoansaver.com](http://www.culoansaver.com)

# LOAN SAVER™



## Grow Your Loans

## While Helping Your Members Save Money



Brought to you by...

**FISOLUTIONS**

# About Loan Saver

Loan Saver® is a **proven online loan marketing process** that encourages your members to move loans held at other institutions to your Credit Union. It immediately **shows members the potential savings for moving their loans** and it provides your sales team with hot loan prospects ready to act. If desired, Loan Saver can also be linked directly to your online loan applications.

Loan Saver resides inside your web and mobile pages, working to **grow your loans 24/7** while it **helps members save money**. It is most often configured to capture a wide variety of loans including auto, personal, home equity, mortgage, and credit card balance transfers. It can also be configured to focus on individual loan types.

Loan Saver is most effective when used as the destination of your multi-channel marketing campaigns, as it empowers members to get an immediate estimate of how much they could save on all their loans. Loan Saver can also be used at SEG and community outreach events and is particularly effective at bringing in loans from new members as they join the Credit union.

Loan Saver is **very affordable** and can be customized for your Credit Union in as little as two weeks.

**Grow Your Loans** with a **High ROI** in just a few short months.



Call me at 301.652.1245 for more details and to schedule a webinar.

## Customized Especially for Your CU

**Refinance & Save**

Start Here | Car | Motorcycle | RV | Boat | Equity | Personal | Credit Card | Save Here

Find out how much money you could save! \*\*  
It's easy to calculate how much you could save by moving your loans to VACU.

- 1) Enter your loans and calculate the potential savings. Enter the information about your loans at other financial institutions on each tab.
- 2) Enter your contact information. Go to the "Save Here" tab and fill in the form.
- 3) Request savings proposal. Click "Request Savings Proposal" to request that a VACU employee contact you about the opportunity to save money.

Any information you submit will remain confidential and will not be disclosed to anyone other than a VACU employee.

Ready? Click "Next" to get started.

Easy for members to use & understand.

Instantly calculates loan savings across a variety of lending products.

**Refinance & Save**

Tell us more about your car loans

\$20,000 Current Balance	6.50% Current APR*	3.74% VACU APR (as low as)	36 Remaining Term (Months)
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Example Savings = \$1,369  
Example Savings for moving your Car Loan to the Credit Union.\*\*

Total Car Loan Savings:\*\* \$2,170  
Combined Savings:\*\* \$3,170

\*Vehicle value is based on MSRP, or by a dealer approved by us. Listed APRs assume a 0.50% discount for an automated payment method approved by us and a 0.75% discount for a loan amount of \$20,000 or more. Regardless of available Discounts, 1.49% is the minimum APR offered. Ask us about other APR and longer term options.

**Refinance & Save**

Get Your Loan Savings Proposal

Once you've entered your loan information and calculated the potential savings for each one, provide your contact information and click "Request Savings Proposal." \*\*Required Fields

First Name:\* John  
Middle Initial: Q  
Last Name:\* Public  
Email Address:\* johnpublic@gmail.com  
Phone Number:\* 301-555-1212  
I am a current member of Virginia Credit Union.  
Zip Code:\* 20878  
Best time to contact me:\* Between: 1pm and 5pm  
Referred by:  
Combined Savings:\*\* \$3,470  
Request Savings Proposal

Captures highly qualified leads & delivers them to you right away.

Both your members & your lending team will receive immediate follow-up via email.

**LOAN SAVER ALERT!**  
A visitor has requested a loan savings proposal through the Loan Saver system. Please contact the person as soon as possible to discuss how they can lower their loan rate and/or monthly payments) by taking advantage of the Credit Union's low rates and flexible terms.  
Below is a summary of their contact information and the loan information they submitted.

Full Name: Emily K Ho  
Lead ID: 16270  
Phone: 754.597.1223  
Email: Emily@jphoo.com  
Permission to Check Credit History: Y  
Member: Y  
Preferred Contact Time: From 4pm to 7pm  
Credit Level: 2 or higher

Loan Type	Loan Balance	Current Loan APR*	Remaining Loan Term	MCU APR*	Potential Savings
Auto Loan	\$25,234	3.24%	60 Months	2.24%	\$770
Credit Card & Department Store Card	\$11,423	21%	1 Year	9.50%	\$1,314
Credit Card & Department Store Card	\$5,341	21%	1 Year	9.50%	\$614

Total Combined Loan Savings: \$2,704

An automated email message has already been sent to this person, and they are awaiting a response.

Check out the 2-minute video at: <http://culoansaver.com/video>



## LOAN SAVER BENEFITS

- Provides a 24/7 profit center for your web site.
- Return on investment of 100%-200% or more is easily obtainable.
- Provides Loan Officers and other staff with a powerful tool for encouraging members to move loans to your Credit Union.
- Can be used to maximize results of loan marketing campaigns.
- Admin Center provides performance tracking and enables easy loan rate changes in real time.
- Affordable - pays for itself with the acquisition of just a few loans.
- Mobile responsive design means it looks great on all devices - phones, tablets, and computers.



Loan Saver has a long and proven track record in helping Credit Unions grow a wide variety of loans.

Contact FI Solutions today. Once you learn more, we think you'll agree that Loan Saver is the innovative loan growth solution you've been looking for!

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