

Contact: Rebecca Ates, Vice President of Lending
Fort Knox Federal Credit Union
Tel: 502-942-0254 ext. 6226
Email: rnates@fortknoxfcu.net

FOR IMMEDIATE RELEASE:

Loan Saver[®] Helps Fort Knox FCU Recapture Loans

Radcliff, KY - Loan Saver[®], an online loan lead generator, is producing an attractive return on investment for Fort Knox Federal Credit Union as it recaptures loans that members have with other financial institutions.

Fort Knox Federal Credit Union began using Loan Saver in January of 2012. Since installation, Loan Saver has produced a steady stream of high quality loan leads. Becky Ates, Vice President of Lending at the credit union said, "Loan Saver is a great loan tool. With very little effort Loan Saver has produced a nice variety of auto loans, credit card balance transfers and home equity loans. Our members and staff love it. Since installing Loan Saver it has been responsible for recapturing almost \$800,000 in loan balances while helping members save a significant amount." The Loan Saver tool was developed by Code Green, LLC, a Maryland-based company which offers a variety of services to the credit union industry.

The Loan Saver tool allows members to estimate the lifetime savings for moving loans at other financial institutions to the credit union. Members can look at the savings for moving auto loans, credit card balances, mortgage loans, personal loans, home equity lines of credit, and more. Members simply enter their current loan information and Loan Saver immediately presents an estimation of their potential savings for moving all their loans to Fort Knox FCU.

Ms. Ates explained, "Once a loan lead is received through Loan Saver, the lead is routed to a selected branch for prompt follow up with the member. Branch staff are trained in cross-selling our loan products, which results in more closed loans and satisfied members."

In addition to including Loan Saver under the lending section of their web site, Fort Knox FCU encourages staff members to use Loan Saver when talking to members about their loans, and when helping new members. Ms. Ates added, "We have been pleasantly surprised at the volume of loans we have obtained through Loan Saver. Plus, it helps us demonstrate the value the credit union provides to members. We plan to continue using Loan Saver and look for other ways it can help us build loan volume."

About Fort Knox Federal Credit Union – Fort Knox FCU is headquartered in Radcliff, Kentucky and serves seven counties as well as a variety of employers and active and retired military and civil service personnel. At the end of 2012 assets exceeded \$1 billion with a membership base in excess of 75,000.

About Code Green, LLC - Code Green is a marketing technology company focused on the specific needs of credit unions. Loan Saver[®] is a proven loan lead generator that helps members to evaluate how much they could save by moving all their lending relationships to the credit union. Please visit www.codegreen.org for more information.

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