

ARE BIG BUSINESS

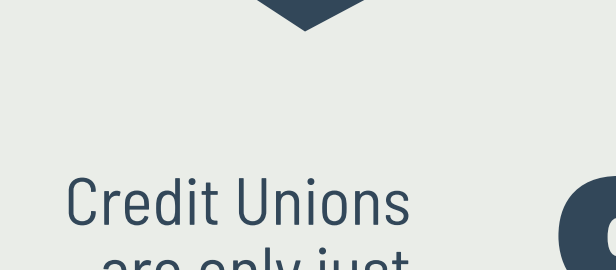


Think mortgages aren't worth the hassle?

Check out these stats...

\$3.93 TRILLION

That's the amount of **TOTAL MORTGAGE ORIGINATIONS** in 2021¹



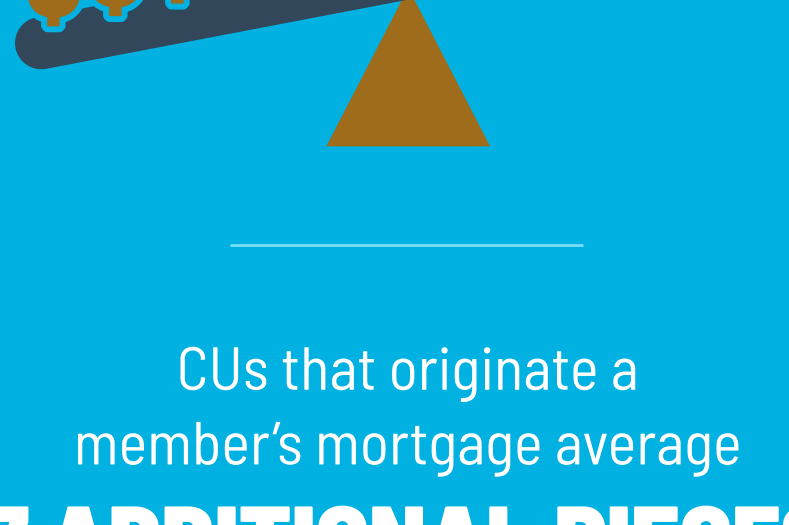
Credit Unions are only just scratching the surface of this **HUGE MARKET OPPORTUNITY**

9% OF THE TOTAL MARKET²



1 only in **6**

Credit Union members closed on **3 MILLION MORTGAGE LOANS** but only 1 out of every 6 were financed by their Credit Union³



CUs that originate a member's mortgage average **7 ADDITIONAL PIECES** of that member's business vs 4 pieces when they don't hold a member's mortgage



It takes approximately **6 CAR LOANS** to equal the fee income on **1 MORTGAGE LOAN**

And it takes nearly 5 years to get ROI vs 1-2 months for a mortgage loan



There are three common reasons that — despite a fiercely loyal customer base — credit union market share is low:

- 1** Members don't know their CU offers mortgages
- 2** Some CUs aren't offering a competitive mix of mortgage products
- 3** Sometimes internal staff lacks the time, expertise or comfort levels to offer mortgages

WE KNOW THE BUSINESS

At myCUmortgage, we offer comprehensive mortgage financing and servicing solutions that can improve or jumpstart your Credit Union's mortgage offering...while getting more of your members into new homes!

We promise to provide exceptional leadership, comprehensive solutions, expert guidance, partner-focused service and, most importantly, peace of mind.

