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**For Immediate Release**

## **myCUMortgage Shows Its Mortgage Obsession with Launch of New Website**

***Completely new site reaffirms everything credit unions have grown to love about  
myCUMortgage and the delivery of its brand promise***

BEAVERCREEK, Ohio, August 27, 2019 – In a move that helps ensure the delivery of its brand promise and highlight its mortgage obsession, myCUMortgage announced the launch of its new, robust website at [www.myCUMortgage.com](http://www.myCUMortgage.com). myCUMortgage is a Credit Union Service Organization (CUSO), wholly-owned by Wright-Patt Credit Union.

Clearly differentiating myCUMortgage from other credit union mortgage services providers, the launch of the new site caps off the rapid growth and expansion of the myCUMortgage brand over the past year. The updated website is completely redesigned and clearly focuses on the five pillars of myCUMortgage's brand promise:

- Exceptional Leadership
- Comprehensive Solutions
- Expert Guidance
- Partner-Focused Service
- Peace of Mind

"When we originally refreshed our brand, we knew that a redesigned website was coming, and now, we're thrilled to report that it is here!" said Tim Mislansky, President of myCUMortgage. "This new site has a fresh, modern look-and-feel and, more importantly, is highly functional and designed to bring our brand to life."

In addition to visualizing the myCUMortgage brand promise, the new site delivers several key benefits, including:

- Integrated technology that will take visitors directly to the content for which they're looking.
- A functional platform that drives new partnerships and grows the myCUMortgage family of credit unions.
- Serving as the new hub of all myCUMortgage marketing activities, enabling the delivery of a complete digital marketing experience.
- A new blog offering tips and insights on ways credit unions can transform their teams into monster mortgage movers.
- Testimonials from both existing credit union partners and myCUMortgage experts communicating that THIS is How We Mortgage!

-more-



- A personalized touch, as visitors will find myCUmortgage experts featured on nearly every page of the site.

“The new myCUmortgage website encompasses everything our brand promises to our partners and members,” added Mislansky. “Plus, it offers a personal touch that showcases what truly differentiates myCUmortgage from other mortgage services providers—our People.”

#### **About myCUmortgage**

myCUmortgage, a wholly-owned Credit Union Service Organization of Wright-Patt Credit Union in Beavercreek, Ohio, is obsessed with helping credit union partners be great mortgage lenders. Through exceptional leadership, comprehensive solutions, expert guidance and partner-focused service, myCUmortgage delivers peace of mind to credit union partners across the United States. To learn more about our mortgage-obsession, visit [www.myCUmortgage.com](http://www.myCUmortgage.com).

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**THIS IS HOW WE MORTGAGE**