



Ideas | Realized

RateMatch™

A New Member and New Loan Acquisition Product



The Problem

- + Market penetration and the inability of the credit unions to compete for membership.





Location, Location, Location

- + Three out of four loan applications in 2008 were started on-line.
- + 75 percent of those who applied for a loan online in 2008 did so on an aggregator site.
- + By 2010, 70 percent of loans will be originated by Gen X and Gen Y consumers. They expect CUs to be where and when they do business.

Source: Forrester Research



The Market Opportunity

- + Over-extended consumers seek guidance: Tens of millions of consumers are learning the downside of extensive debt and leverage.
- + ***Implication:*** This is a great time to get consumers hooked on tools that help them manage their spending, savings, and debt.



RateMatch: Matches Needs, Wants

- + Matches consumers to credit unions on sites that sell more than 175,000 credit reports **each month**.
- + Automatically finds payment savings available at a local credit union.
- + Forwards new member and loan leads to credit unions for follow-up – 24/7.



Satisfies CU Needs

- + Acquires new members.
- + Acquires new loans.
- + Reduces new member and new loan acquisition costs.
- + Generates revenue.

Helps CUs compete against popular online portals such as bankrate.com and loan aggregators such as lendingtree.com



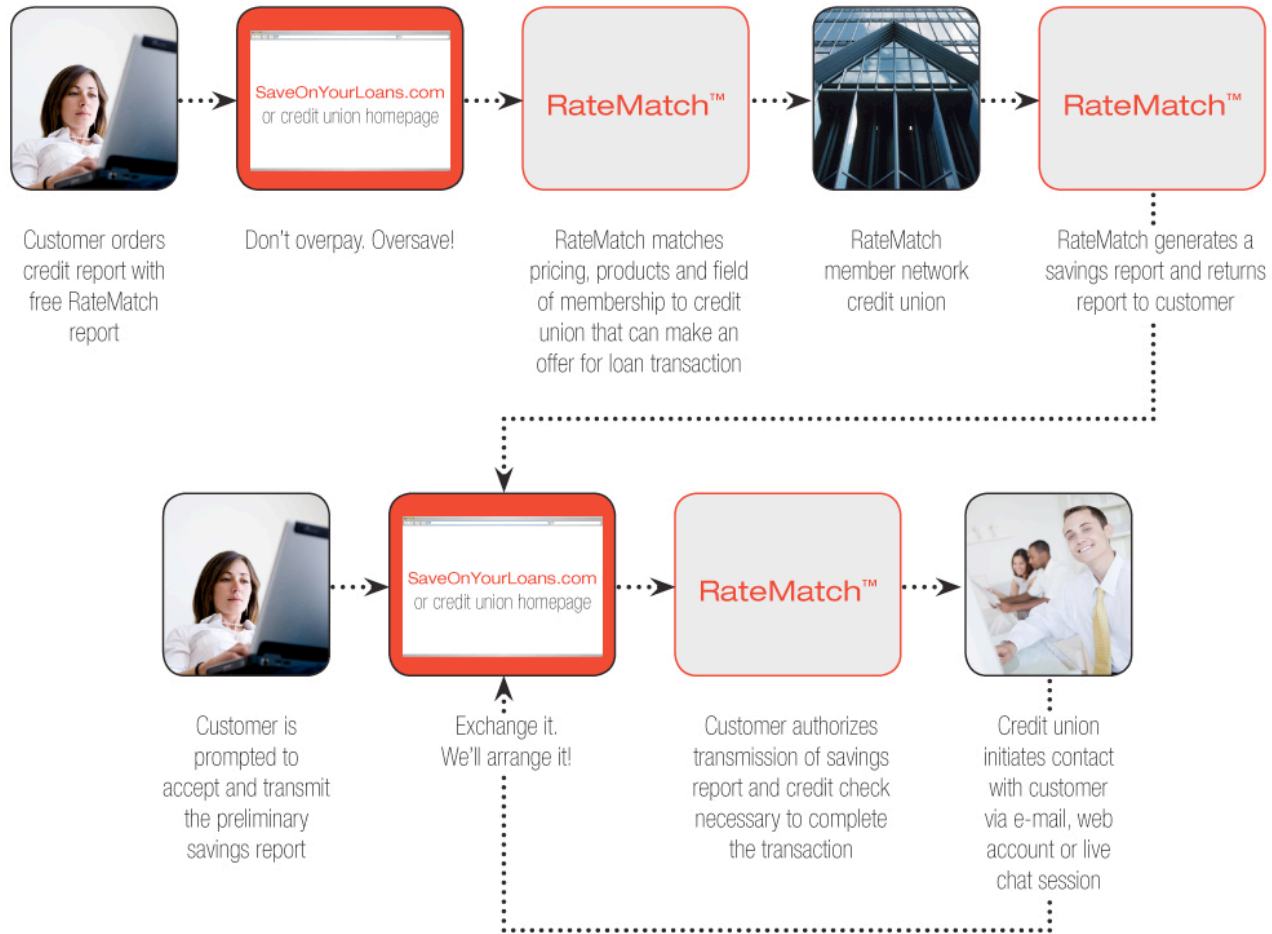
Satisfies Consumer Wants

- + Delivers on what consumers want most when shopping on-line: anonymity and savings.
- + And, delivers the information consumers want quickly, easily and accurately – all in one place.

Forrester research reports that 77 percent of borrowers using the Internet for research are looking for rate and fee information. Consumers that purchase credit reports are researching their credit history. RateMatch puts both at a potential credit union members' fingertips.



RateMatch: Current Process Flow






Savings Opportunities Revealed

SaveOnYourLoans.com | Credit Report

http://SaveOnYourLoans.com

RateMatch™ Report Credit Report

 **Eastern New York FCU**
710 BERME RD
NAPANOCH, NY 1245

SINGLE CREDIT REPORT PREPARED FOR

Name: Joseph Smith
Address: 123 Main Street
City, State, Zip Code: Anytown, AZ 86314

Your Report Number: 183590123 **Your Report Date:** 03/31/2009

Questions about your report ? Call 888-887-4287

Your Credit Profile

This section lists the most of a consumer's credit accounts - as reported by the three bureaus. It includes the date when those accounts were opened, payment history, debt owed and any co-signers. Watch out for accounts that are not familiar ♦ these could be accounts that were opened fraudulently in your name. This Report provided by Equidata.

Account Information	
	Experian
Acct Name	REGIONAL ACCEPTANCE CO
Acct Number	1234218****
Acct Type	Installment
Tradeline Type	Joint
Date Opened	April-08
Last Date Reported	February-09



Consumer Value Demonstrated

SaveOnYourLoans.com | RateMatch Report

http://SaveOnYourLoans.com

saveonyourloans.com Don't overpay. OverSAVE!™

Dispute Center Contact Us FAQs

Your reports!

RateMatch™ Report shows ways RateHound has sniffed out for you to save on your loans.

Credit Report shows information kept about you by the credit bureau. [Click here](#) to find out more about your credit report.

Monthly Savings Annual Savings Total Savings

Eastern New York Federal Credit Union can save you: **\$59.54** per month!

New Payment Old Payment

Review the Report below, then click the "Exchange it, We'll arrange it!" button. If you're not interested right now, you can always come back later.

Exchange it, We'll arrange it! Not Yet

RateMatch™ Report Credit Report

RateMatch™ Loan Savings Report

Prepared for:

Joe Smith
123 Main Street
Napanoch NY
(845) 987-6543
joe@aol.com

Presented by: **Eastern New York FEDERAL CREDIT UNION**

Eastern New York Federal Credit Union
710 Berne Road
Napanoch, NY 12458
(800) 223-1413
www.enyfcu.org

This report compares your current loan information with alternative financing options available at the credit union, illustrating how you can lower your monthly payments, reduce the cost of your loans, or even pay your loans off early.

Please take a moment to review the information and see how much you can save by refinancing with your credit union. And then, when you're ready to exchange it, we'll arrange it! Call or email us to discuss at your earliest convenience.

[Loan Savings Summary](#)



RateMatch: Right Place, Right Time

- + RateMatch turns every credit report sale into a potential new member or new borrower.
- + Offers outreach beyond CU's traditional marketing base.
- + Puts CUs in the buy cycle for loans at the earliest point: when prospects are researching.
- + Reduces cost per new member – from \$125 on average to \$35.*

Source: Aite Group