

CLIENT RESULTS

10

OFFICE

\$492

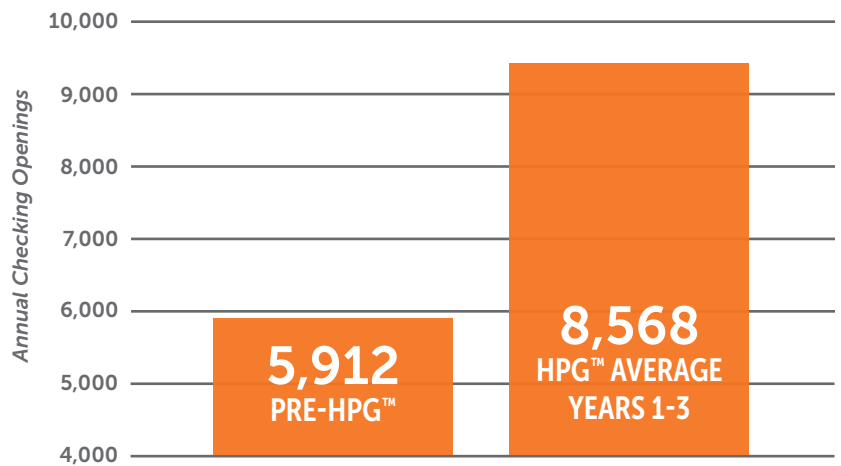
MILLION

HIGH PERFORMANCE GROWTH (HPG™) STRATEGY RESULTS

ADDITIONAL NEW CHECKING ACCOUNTS

7,969 ADDITIONAL NEW CHECKING ACCOUNTS
265 per office, per year

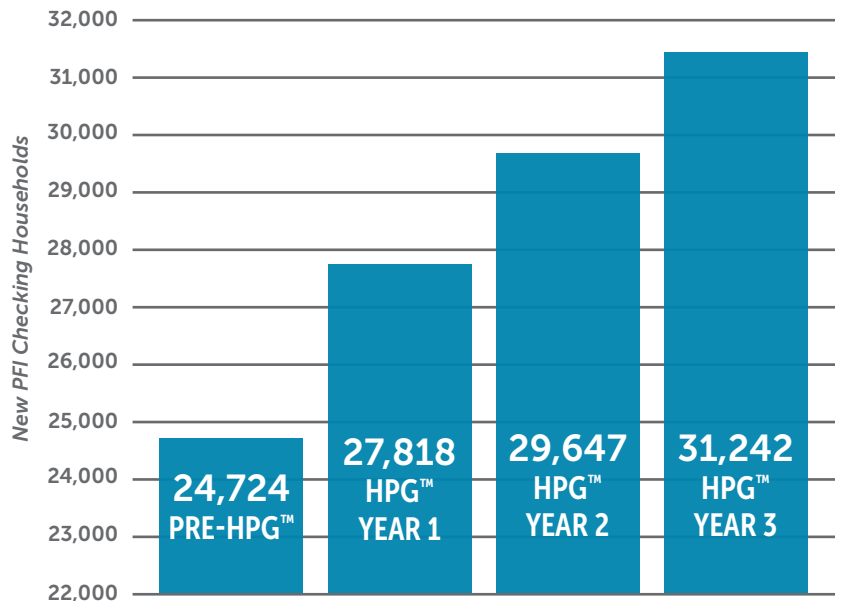
45% AVERAGE INCREASE
in new PFI Member Households acquired in Years 1-3



NEW PFI CHECKING HOUSEHOLDS

6,518 NEW PFI CHECKING HOUSEHOLDS

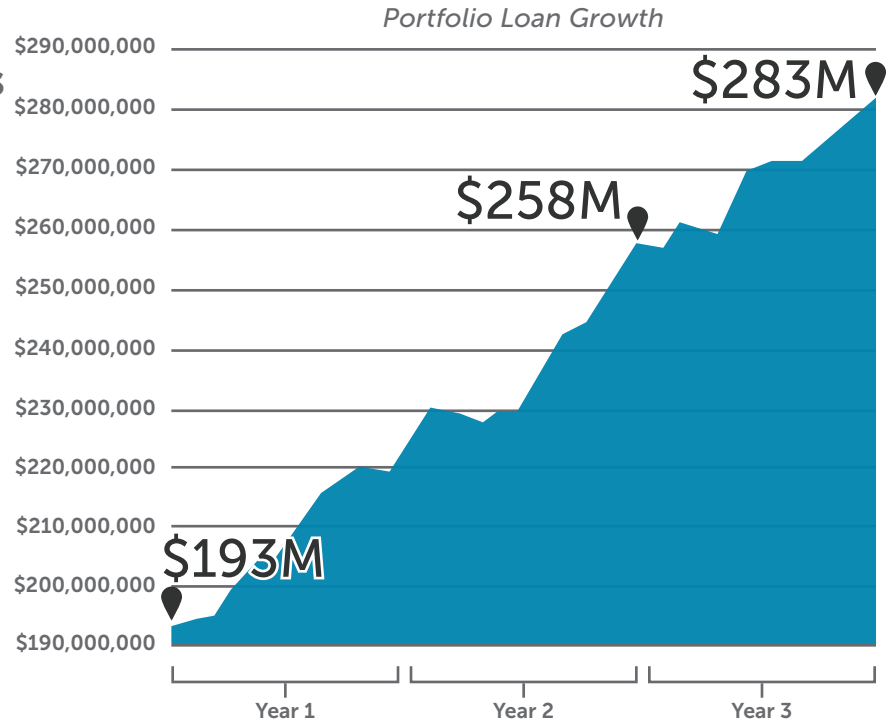
651 AVERAGE INCREASE
in new PFI Checking Households per office in Years 1-3



NEW RETAIL HOUSEHOLDS LOAN VOLUME

\$90 MILLION IN NEW
RETAIL HOUSEHOLDS
LOAN VOLUME

\$2.19 GAINED IN LOANS
for every \$1.00 in
deposits in Years 1-3



4 2013 + 2014 + 2015 + 2017
CREDIT UNION JOURNAL BEST PRACTICES
AWARD WINNER



YOUR CREDIT UNION CAN ACHIEVE THESE RESULTS.
WE CAN SHOW YOU HOW.