

# CU Realty Services

Florida CUREN

October 20, 2016

Thank You CFE for Hosting



# Who is CU Realty?

- *Since 2001: 100 + CUs and 500 + Realtors*
- *Providing services to over 8M members, 23 states*
- *2015 = \$4.3M in cash rebates to members*
  - *Avg. Rebate Per Member: \$1,510*



# Our Vision:

- Introduce **HomeAdvantage** in *Every* Credit Union
- Help Members Realize Their Home-Buying Dreams
  - Position the credit union as Member's PFI
  - Increase Purchase Mortgage Lending



# Awareness

“...seven out of eight existing members don’t know that credit unions ‘provide a progressive, competitive mortgage product.’”

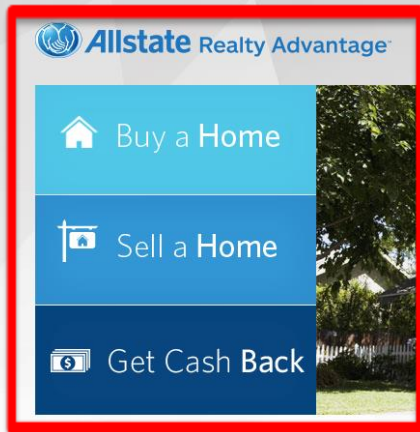
- Bob Dorsa, President  
*American Credit Union Mortgage Association*



# The Lifecycle of a Home Buyer



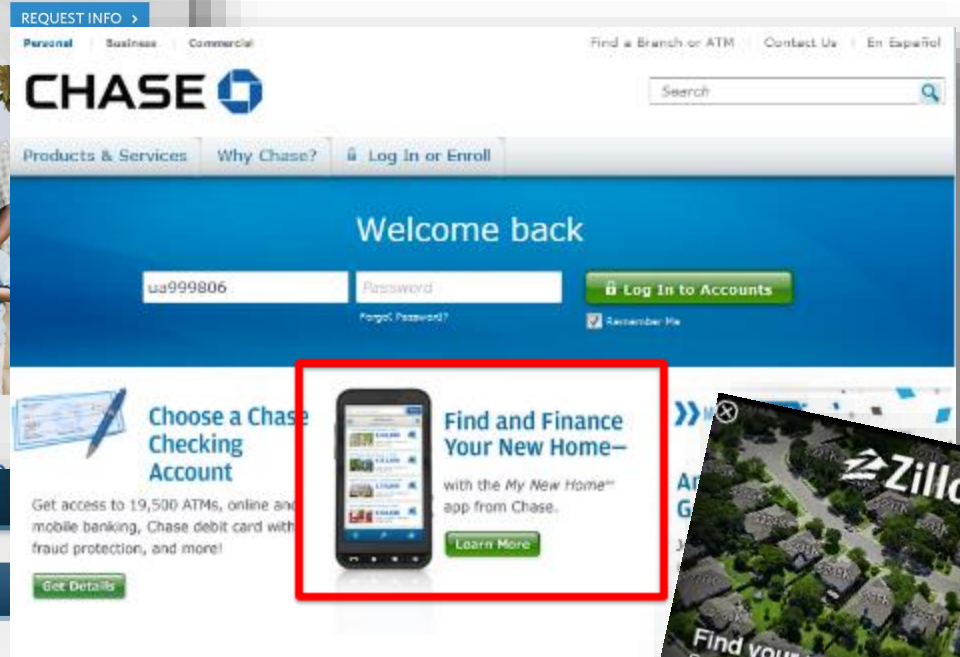
# Market Examples:



Allstate Realty Advantage

- Buy a Home
- Sell a Home
- Get Cash Back

This block shows a navigation menu for Allstate Realty Advantage with three main options: Buy a Home, Sell a Home, and Get Cash Back. The menu is highlighted with a red border.



CHASE

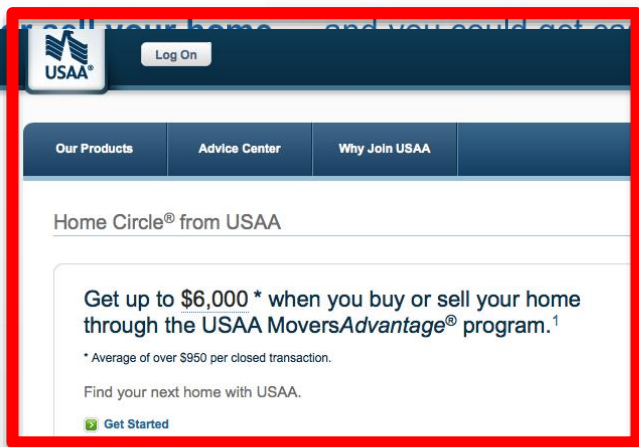
Welcome back

us999806 Password Log In to Accounts

Choose a Chase Checking Account

Find and Finance Your New Home— with the My New Home™ app from Chase.

This block shows the Chase website interface, including a login section and a promotional banner for the My New Home app. The app banner is highlighted with a red border.



USAA Log On

Home Circle® from USAA

Get up to \$6,000\* when you buy or sell your home through the USAA MoversAdvantage® program.<sup>1</sup>

\* Average of over \$950 per closed transaction.

Find your next home with USAA.

Get Started

This block shows a promotional banner for USAA's Home Circle program, offering up to \$6,000 in cash back for home transactions. The banner is highlighted with a red border.



Zillow

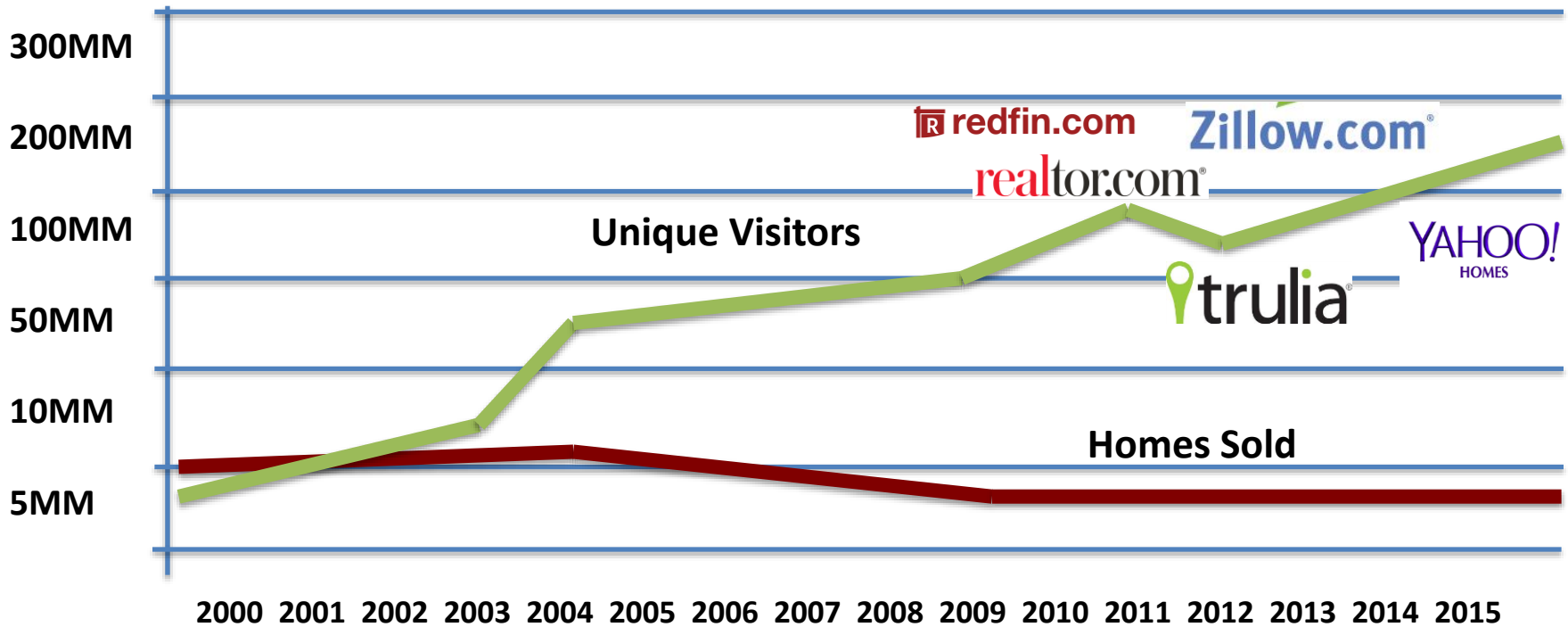
Find your next home. Search for sale, foreclosures, rentals, and more.

INSTALL APP

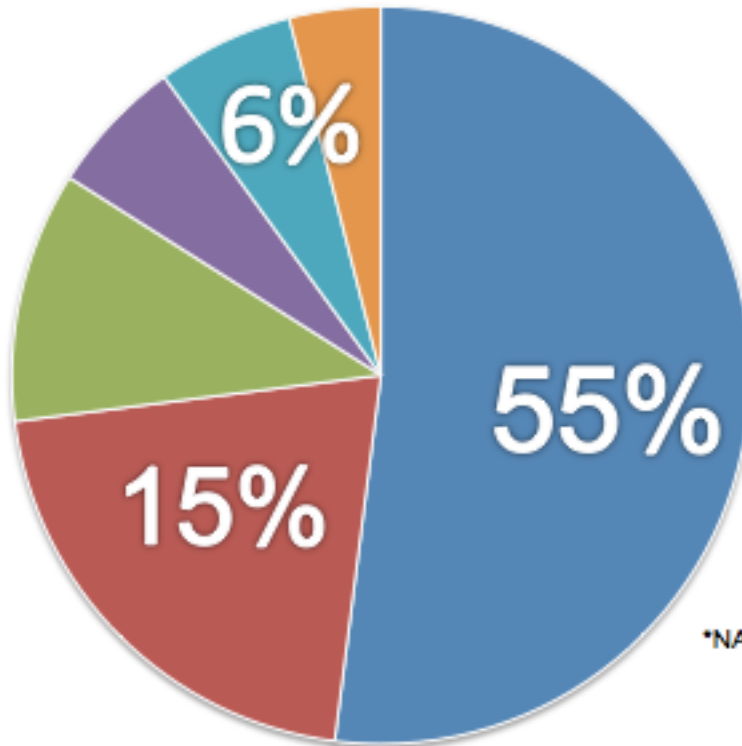
This block shows a Zillow app advertisement with an aerial view of a residential neighborhood and a call to action to install the app.



# Online Real Estate Search Trends



# NAR: “The Home Search Process”



## FIRST Step in 2015\*:

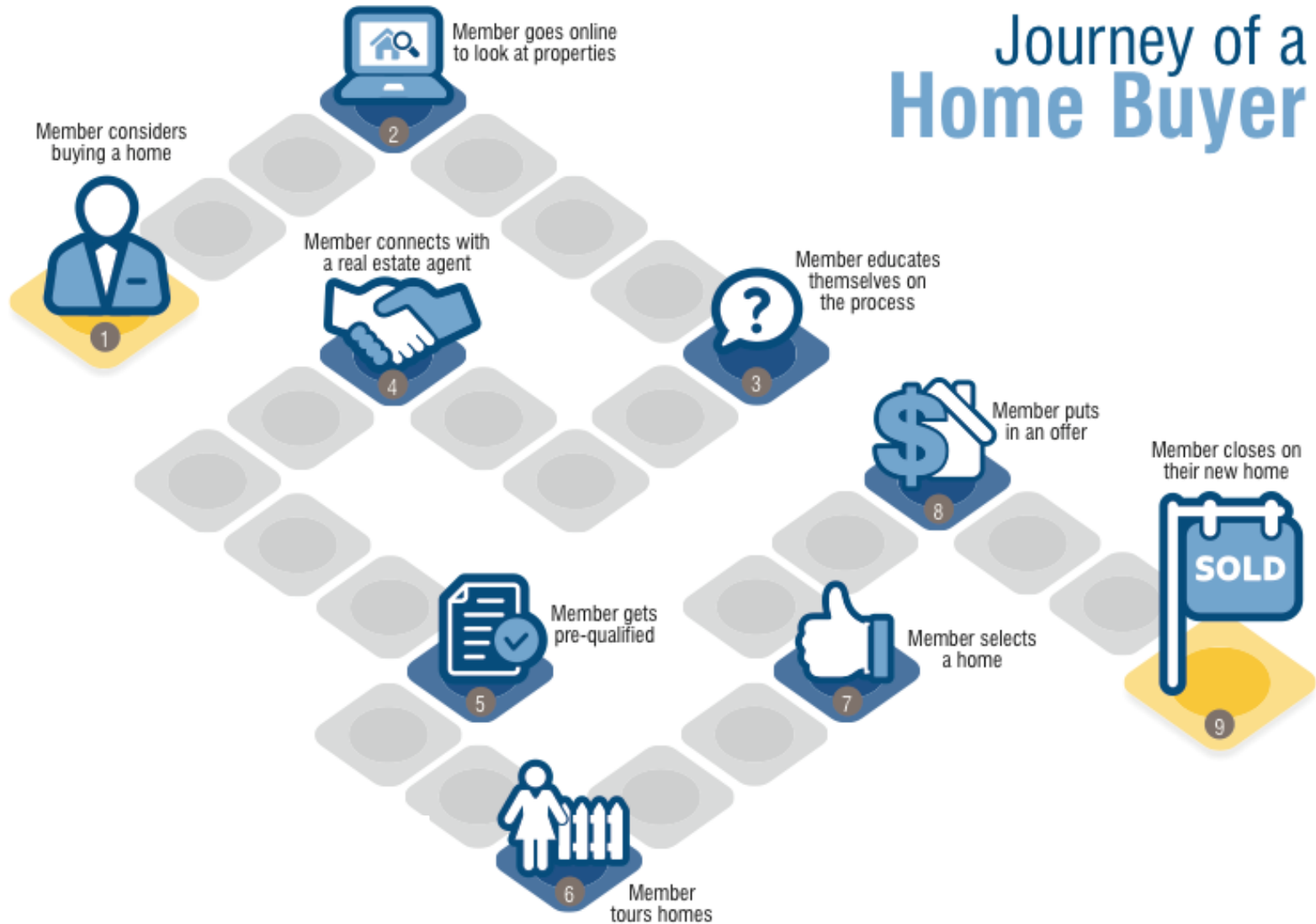
- Internet
- Agent
- Drive by/open house
- Friend/Relative
- Lender
- Other

\*NAR: 2015 PROFILE OF HOME BUYERS AND SELLERS





# Journey of a Home Buyer



# First Point of Contact™

- What is FPOC?
- Why is it so important?
- How do you earn it?



# First Point of Contact™

***Ideally:*** “...from the moment a member begins to consider they would like to own a home someday, through the search for real estate to the underwriting of a housing finance loan and it’s closing – they would work within the credit union, from start to finish...”

– *Credit Union Times, July 2, 2012*



# Why is FPOC important?

“Being involved...from the beginning both strengthens member relationships and creates a new channel for credit unions to grow their purchase mortgage loan volume.

It’s well-documented that better than 80 percent of homebuyers stay with the first Realtor® they meet, often asking that agent for help finding a loan.”

– Mike Corn, CU INSIGHT, January 27, 2012



# Multiple Listing Service

- Members get MLS access form CU's site
- Start their home Search
- Live site
- Can make appointments











# Home Search

Provided By: CU Realty  
Telephone: 800-203-9014  
Email: [service@mycuhomeadvantage.com](mailto:service@mycuhomeadvantage.com)

Create an account My Properties My Searches

Previous Modify Search Next

187 homes which met your search!

 MLS# 05419106	<p>\$3,300,000</p> <p>3400 Michigan Street Lake Wary, FL 32746 10 Bedrooms / 9 (full) Baths 15821 SF (approx) <a href="#">View Details...</a></p>	<p>(1 of 187 listings)</p>  <p>Status: Active Courtesy of: Coldwell Banker Residential Re</p>
 MLS# 05407881	<p>\$2,800,000</p> <p>1827 Bridgewater Drive Lake Wary, FL 32746 3 Bedrooms / 5 (full) Baths 9429 SF (approx) <a href="#">View Details...</a></p>	<p>(2 of 187 listings)</p>  <p>Status: Active Courtesy of: Watson Realty Corp</p>
 MLS# 05446711	<p>\$1,899,999</p> <p>1906 Bridgewater Drive Lake Wary, FL 32746 5 Bedrooms / 5 (full) Baths 7912 SF (approx) <a href="#">View Details...</a></p>	<p>(3 of 187 listings)</p>  <p>Status: Active Courtesy of: Arma Real Estate Inc</p>
 MLS# 05420757	<p>\$1,700,000</p> <p>1851 Bridgewater Drive Lake Wary, FL 32746 6 Bedrooms / 6 (full) Baths 6871 SF (approx) <a href="#">View Details...</a></p>	<p>(4 of 187 listings)</p>  <p>Status: Active Courtesy of: Shine Florida Realty</p>



# HomeAdvantage

- **Network of Real Estate Agents**
  - Hand-picked
  - Evaluated & Approved
  - Reliable – Knowledgeable – Committed
  - Valuable resource



# Where to we get our Agents

- Referrals from our Credit Union Partners
- Our waiting list of 3000 Plus agents
- Recommendations from our Partner Brokers
- Brokerage Firms & RELO Companies that we have worked with for years





# Agent Qualifications

- Complete detailed application
- Must be a full time agent for last 3 years
- Minimum of 12 transactions each year
- In good standing with Board of Realtors
- Successfully complete interview with CURS
- Complete CURS Training program



# Agent Reviews

- Agent stats are reviewed by CURS every 6 weeks
- New agents performance reviews:
  - 60 days- 90 days-180 days
- All agents reviewed annually



# What do we review

- Close Rate
- Loan Retention Rate
- Member Feedback – Survey
- Accountability Process to CURS
- Credit Union Engagement



# CU Engagement

- Attend Credit Union Events
- Company Meet & Greet
- Staff meetings
- Workshops
- Seminars
- Agent on duty days at the Branch
- Open communications with Members & MLOs



# Results

- Average 80% pull through Rate
- Members close their home loan with their  
Credit Union



# Happy Cat



# Welcome

Barbara Remington  
Broker & President



Property Shop  
Longwood, Florida



From all of us at  
**CU Realty Services...**

**Thank  
You!**



(800) 203-9014

