
“BRING OUR MEMBERS HOME”



< 3%

have cu mortgage



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“BRING OUR MEMBERS HOME”



GOOD MORNING



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Mortgage Penetration within your Membership



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-
- **Size the opportunity**
 - **Understand common barriers**
 - **Chart a plan**



-
- **100 MM members nationwide**
 - **65 MM own a home**
 - **42 MM have a mortgage**
 - **3 MM have a CU mortgage**
 - **39 MM members — OPPORTUNITY**



SIZING YOUR OPPORTUNITY

of members

* 65% homeowners

* 65% mortgage borrowers

= Total mortgage borrowers

VS.

of current mortgage borrowers

What's your GAP?



HOW YOU BENEFIT?

- Stronger member relationships
- More loan volume and income
- Increased member profitability
- Fulfillment of credit union mission



YOUR MORTGAGE GROWTH

- Most expecting mortgage growth less than 5%
- Many dissatisfied with growth rate
- All of you a little dissatisfied with penetration



Acquisition vs Cross-sell



GOAL SETTING

of members with non-credit union mortgage

* 14%

= # of members mortgage shopping over next 12 months

* x% close rate

= # of new mortgages from current members annually



BHAG

(Big Hairy Audacious Goal)



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REALITY CHECK

BHAG vs. 7 year total



BARRIERS

1. Awareness
2. Marketing support
3. Contact list
4. Staff turnover
5. Branch traffic
6. Executive support
7. Core system limitations
8. Compensation

TIPS TO OVERCOME

- Illustrate value of mortgage to leadership
- Place mortgage goal on credit union scorecard
- Reduce reliance on branch referrals
- Tell mortgage story in every touch point possible
- Use trigger to generate lead lists



CURRENT SITUATION

- % membership with credit union mortgage
- % membership with a mortgage
- List of activities performed to generate cross-sell leads (effective? ineffective?)

TARGET BORROWERS

- First time home buyers
- Refinancers
- Repeat purchasers



**For (target member)
who are dissatisfied with (current alternatives),
our product is a (product)
that provides (key problem solving capability)
unlike (alternatives).**



-
- **# of cross-sell mortgages**
 - **Mortgage volume**
 - **% of membership with mortgage**
 - **# of marketing touches**
 - **# of sales outreaches**
 - **# of branch referrals**
 - **# of meetings**
 - **# of proposals**
 - **# of applications**



GROWTH TACTICS

- Branch referrals
- Trigger campaign
- Direct mail/email
- Call nights
- Credit report cross sells
- Social media
- Content marketing
- Advertising
- Special offer/discount
- Account reviews/planning
- Web site messaging/banners
- Branch signage
- Big data - improved targeting



CANVAS REVIEW



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20%

have cu mortgage



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