

CU: REALM

CREDIT UNIONS: REAL ESTATE LENDING MASTERS

In today's mortgage market, knowledge is king.

Today's first-time homebuyers value information more than anything - but they want it delivered on their terms. Changes in technology and regulations continue to reshape business models. Big banks are active in seeking your members' mortgages and then their checking accounts. What is a credit union mortgage lender to do? One option is to share and learn from each other through CU: REALM.

CU: REALM's goal is to create a roundtable of credit unions to share knowledge and understanding of current issues, identify the challenges in addressing these issues and create strategies and tactics to help each other grow.

Working with our Advisory Board made up of 5 credit union lending leaders, sponsoring partners American Reporting Company (ARC), HOMEAdvantage®, MGIC, and Newbold Advisors will facilitate the logistics, agenda and content of the roundtables. Participants will direct the flow of the meetings. The goal is to learn from each other and provide resources to help uncover ideas and tools to meet today's challenges.

CU: REALM meets quarterly via webinar with one annual in-person meeting.

Meetings are presented in various formats to encourage participative dialogue from all attendees, and may include panel discussions featuring subject matter experts and credit union leaders, roundtable discussions, or guest presenters.

Member-centric purchase money strategy topics have included:

- Secondary execution and portfolio lending
- Social media strategies to capture more business
- Construction lending essentials
- Engaging today's homebuyers
- Using key performance indicators (KPIs) to create efficiencies
- New member acquisition through mortgage
- Consumer direct and portfolio retention
- Lead development, management and nurturing
- Realtor®-focused strategies
- Partner/vendor selection and planning
- Staffing - efficiency, structure, compensation and measurement
- Regulatory compliance issues
- Technology tools and applications
- Traditional versus non-traditional fulfillment models - advantages/disadvantages

