

CU:REALM

CREDIT UNIONS: REAL ESTATE LENDING MASTERS

In today's mortgage market, knowledge is power.

Today's buyers are more informed than ever, and they expect timely, relevant information delivered in a way that suits them.

With rapid advancements in technology and evolving regulations, the landscape is constantly changing. Other financial institutions and brokers are aggressively targeting credit union (CU) members, seeking to capture their mortgage business - or their entire financial relationship.

So, what's a CU mortgage lender to do? One powerful strategy is to collaborate and share knowledge with other CU lenders through participation in CU:REALM (CUR).

CUR organizes and facilitates meetings among its CU members, with the content and direction of each meeting driven by participants, ensuring the knowledge shared is relevant to the needs of today's CU mortgage professionals.

The goal is to equip attendees with actionable ideas and tools to navigate the complexities of today's mortgage market and grow their credit union's lending business.

The content and collaboration often complement our local CUREN (Credit Union Real Estate Network) partnerships and ACUMA (American Credit Union Mortgage Association) topics. We seek participation from credit unions of all sizes.

CUR is supported by an advisory board of seasoned CU lending leaders, as well as industry sponsors that include American Reporting Company (ARC), HOMEAdvantage®, MGIC and Newbold Advisors.

CU:REALM's mission is to bring credit unions together in a roundtable format to share insights on current market trends, address common challenges, and develop effective strategies to thrive in this competitive environment.

CU:REALM Benefits

Free membership and attendance - for CU mortgage and servicing leaders

Quarterly meetings - 3 interactive webinars & 1 annual in-person meeting

Engaging, high-impact sessions - to foster active participation & dialogue

World Café roundtable discussions - in-depth knowledge sharing with CU peers. Popular topics include:

- Portfolio product development and marketing: consumer direct and retail execution
- Secondary execution for Agency, portfolio pricing and others: FHA, VA, FHLB, Non-QM
- Sales structure, recruiting and management
- Tech stack structure and new technology opportunities
- Regulatory and compliance challenges
- Fair lending approaches

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