

CUNA Utah Community CU

MEMBERSHIP BENEFITS REPORT

Utah Community CU

The Benefits of Membership

Credit unions generally provide financial benefits to members through lower loan rates, higher savings rates, and fewer fees than banking institutions.

The Credit Union National Association (CUNA) estimates that Utah Community CU provided \$10,569,489 in direct financial benefits to its 208,114 members during the twelve months ending September 2020 ⁽¹⁾.

These benefits are equivalent to \$51 per member or \$107 per member household ⁽²⁾.

The per-member and per-household member benefits delivered by Utah Community CU are substantial. But, these benefits are reported as *averages*. Mathematically, that means the total benefits you provide are divided across all members (or all member households) - even those who conduct very little financial business with the credit union.

For example, financing a \$30,000 new automobile for 60 months at Utah Community CU will save members an average \$165 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$825 in savings over 5 years.

Utah Community CU excels in providing member benefits in many loan and savings products. In particular, Utah Community CU offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, credit cards loans.

Utah Community CU also pays its members higher dividends on the following accounts: share draft checking, money market accounts, certificate accounts, IRAs.



Member Benefit Marketing Toolkit

Show members how much you save them!

www.datatrac.net/memberbenefits

Website Widgets • Facebook App
Digital Lobby Graphics • Member Handouts



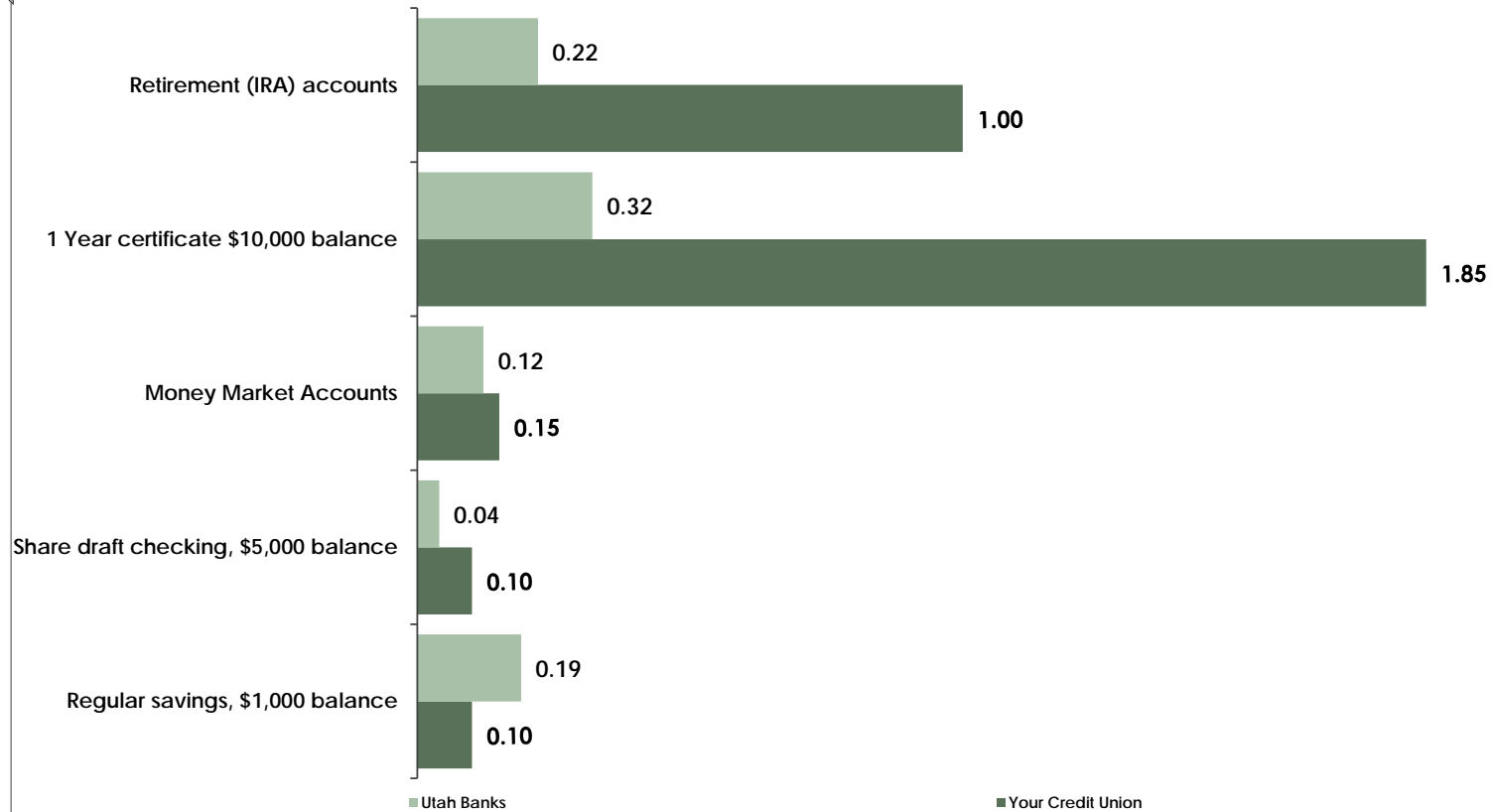
Source: Datatrac, NCUA, and CUNA.

(1) Rates and fees as of 2/10/2021.

(2) Assumes 2.1 credit union members per household.

Savings Product Comparative Interest Rates (%)

by Savings Account Type

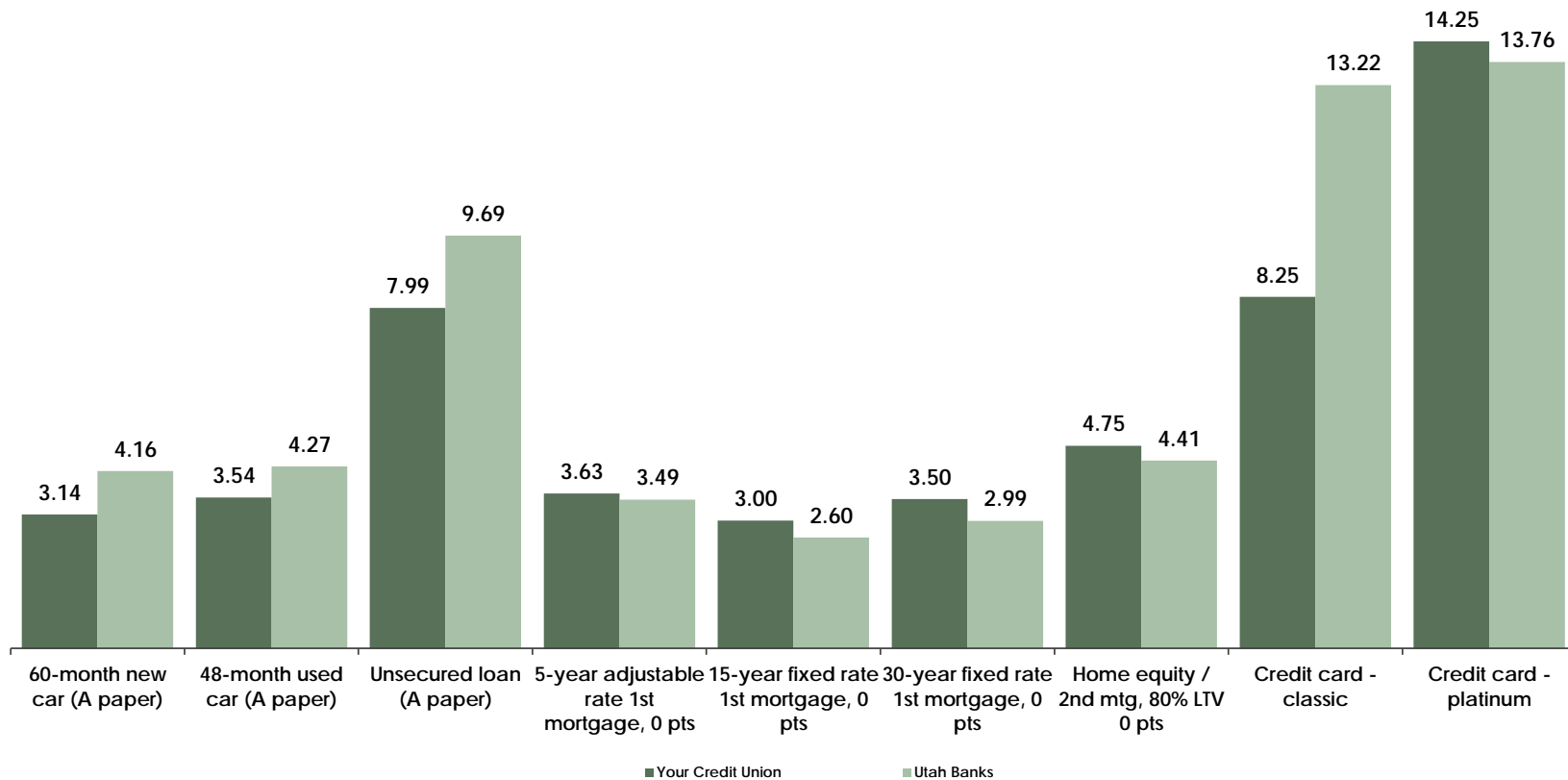


Membership Benefits Report

CUNA Economics and Statistics

Loan Product Comparative Interest Rates (%)

by Loan Type

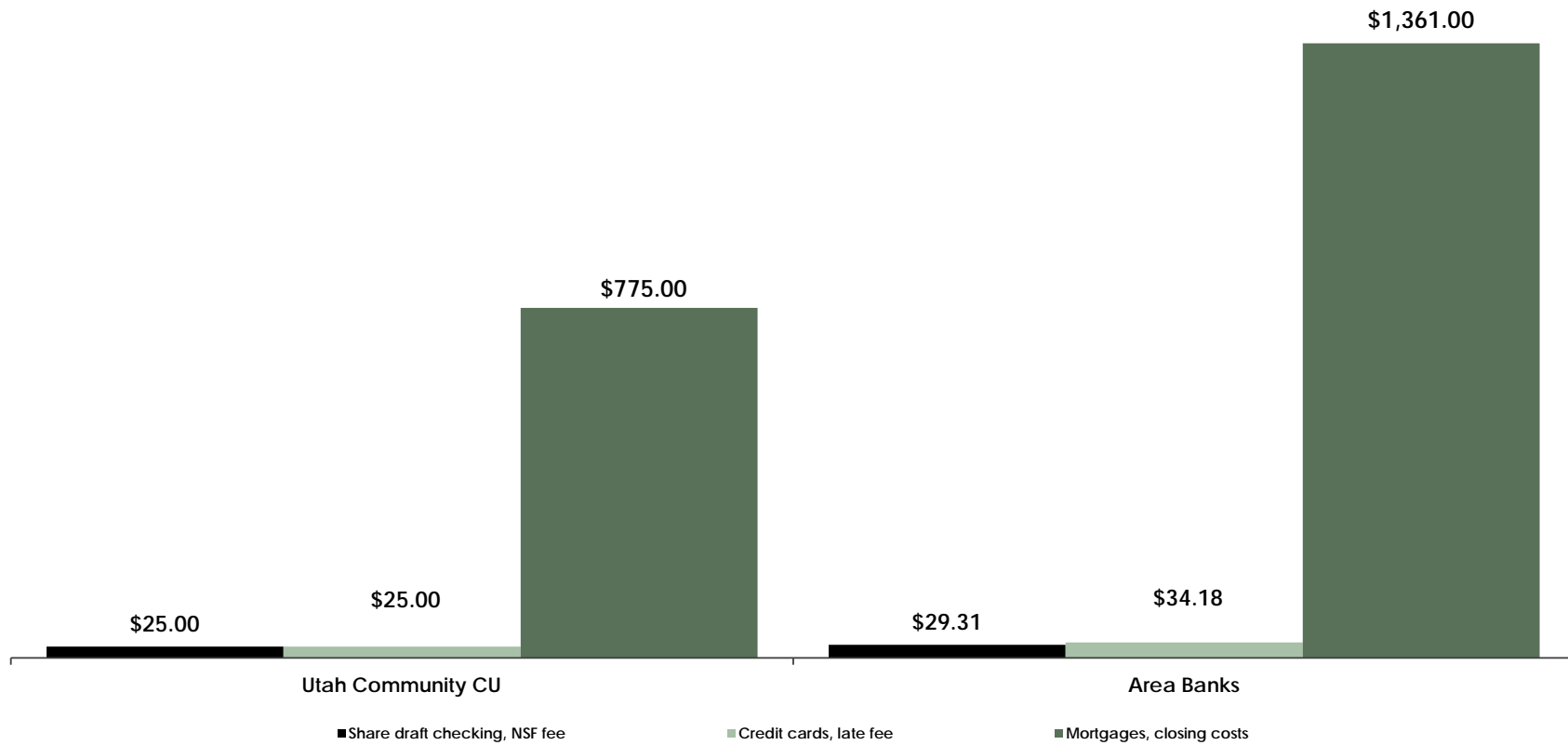


Membership Benefits Report

CUNA Economics and Statistics

Comparative Fees

by Type



Interest Rates at Utah Community CU and Banking Institutions in Utah

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	3.14	4.16	-1.02
48-month used car (A paper)	3.54	4.27	-0.73
Unsecured loan (A paper)	7.99	9.69	-1.70
5-year adjustable rate 1st mortgage, 0 pts	3.63	3.49	0.14
15-year fixed rate 1st mortgage, 0 pts	3.00	2.60	0.40
30-year fixed rate 1st mortgage, 0 pts	3.50	2.99	0.51
Home equity / 2nd mtg, 80% LTV 0 pts	4.75	4.41	0.34
Credit card - classic	8.25	13.22	-4.97
Credit card - platinum	14.25	13.76	0.49
Savings Products			
Regular savings, \$1,000 balance	0.10	0.19	-0.09
Share draft checking, \$5,000 balance	0.10	0.04	0.06
Money Market Accounts	0.15	0.12	0.03
1 Year certificate \$10,000 balance	1.85	0.32	1.53
Retirement (IRA) accounts	1.00	0.22	0.78
Fee Income			
Share draft checking, NSF fee	\$25.00	\$29.31	-\$4.31
Credit cards, late fee	\$25.00	\$34.18	-\$9.18
Mortgages, closing costs	\$775.00	\$1,361.00	-\$586.00

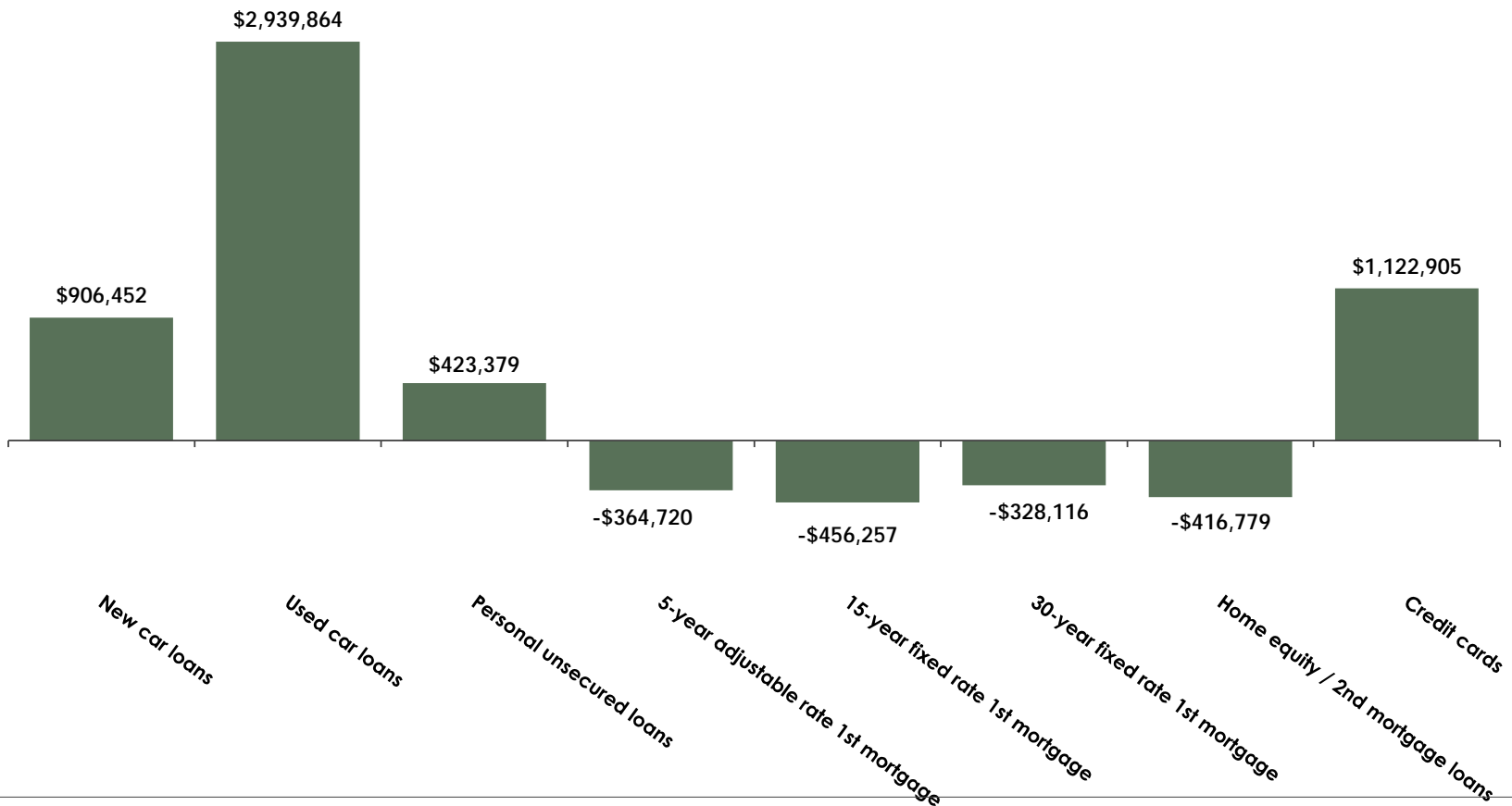
*Rates and fees as of 2/10/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Loan Rate Benefits

by Loan Type

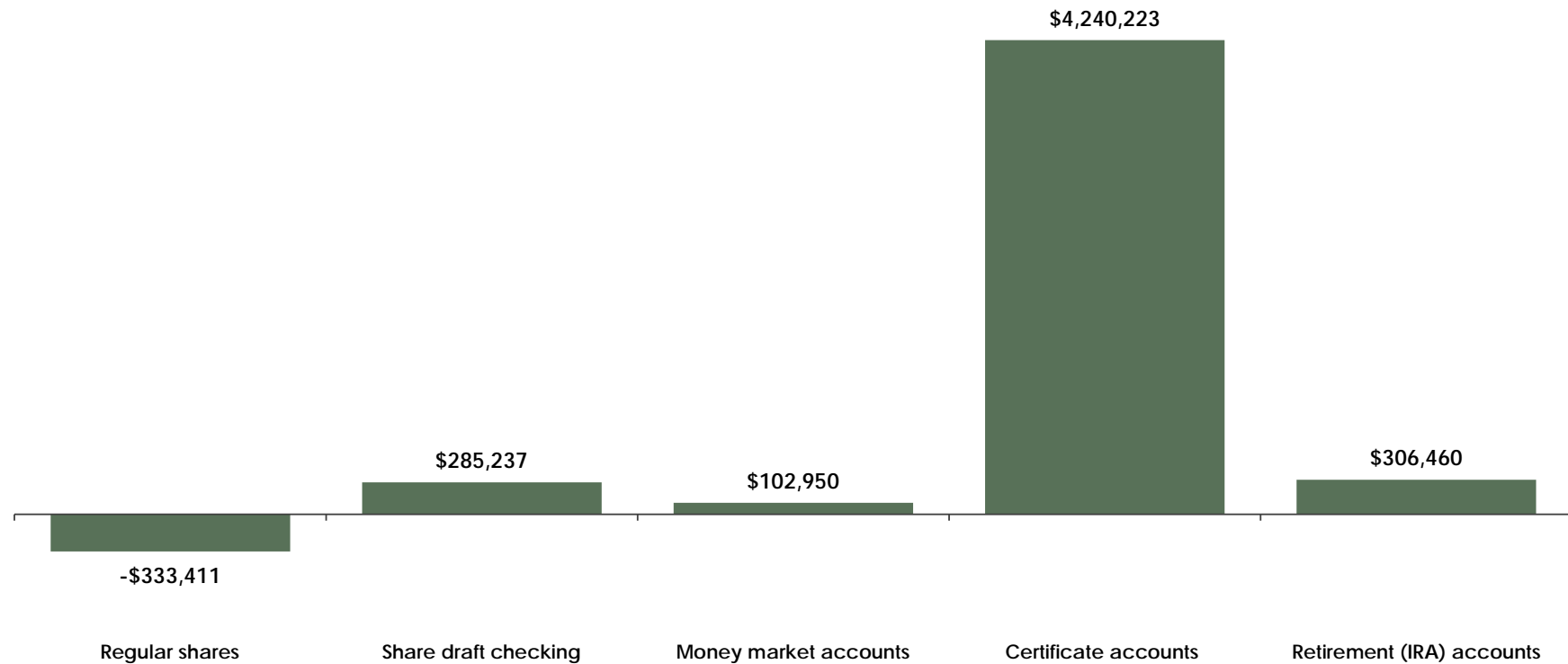


Membership Benefits Report

CUNA Economics and Statistics

Your Credit Union's Total Savings Dividend Benefits

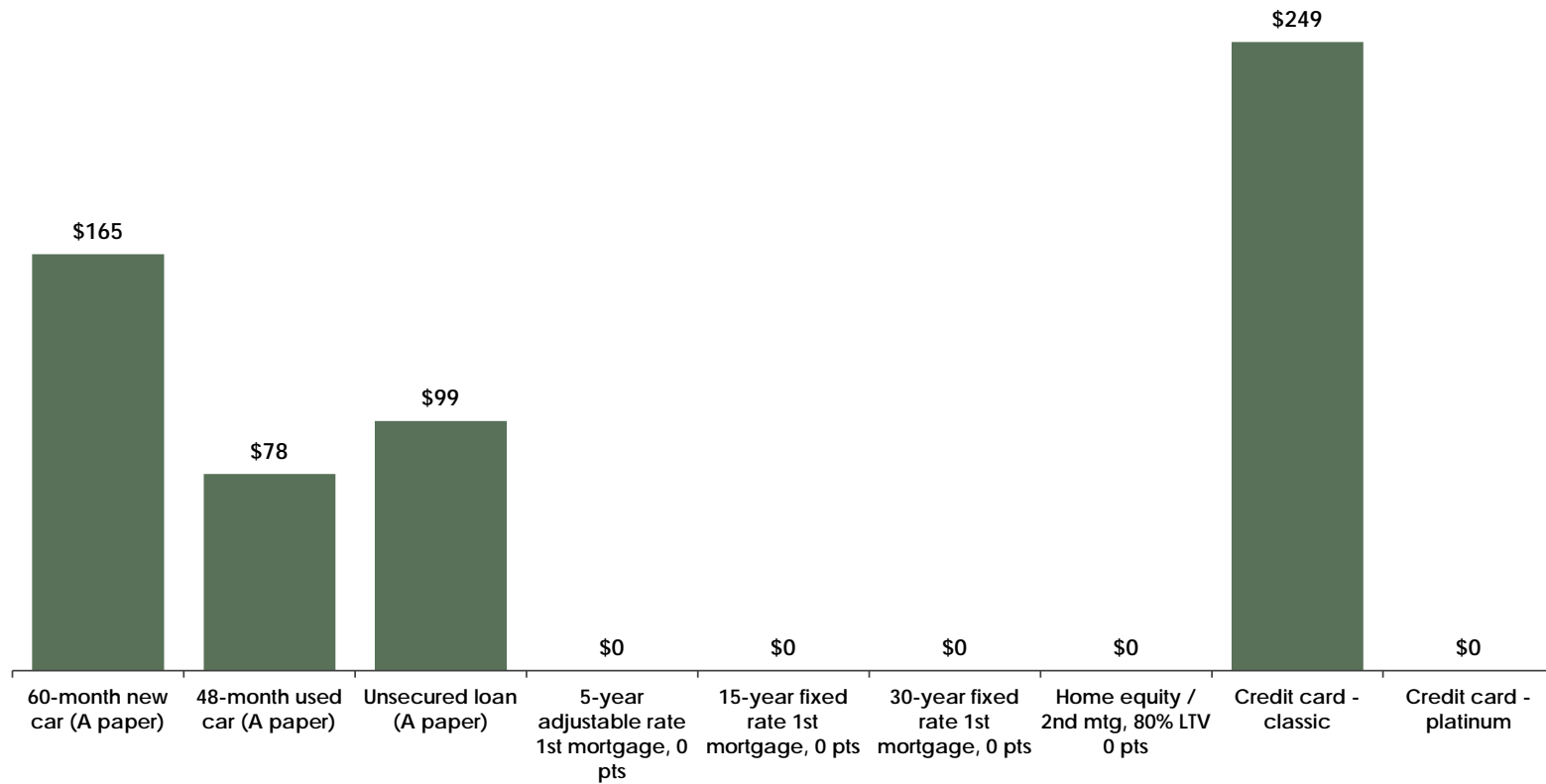
Compared to Banking Institutions in Your State
by Account Type



Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit of Loan Products with Various Terms



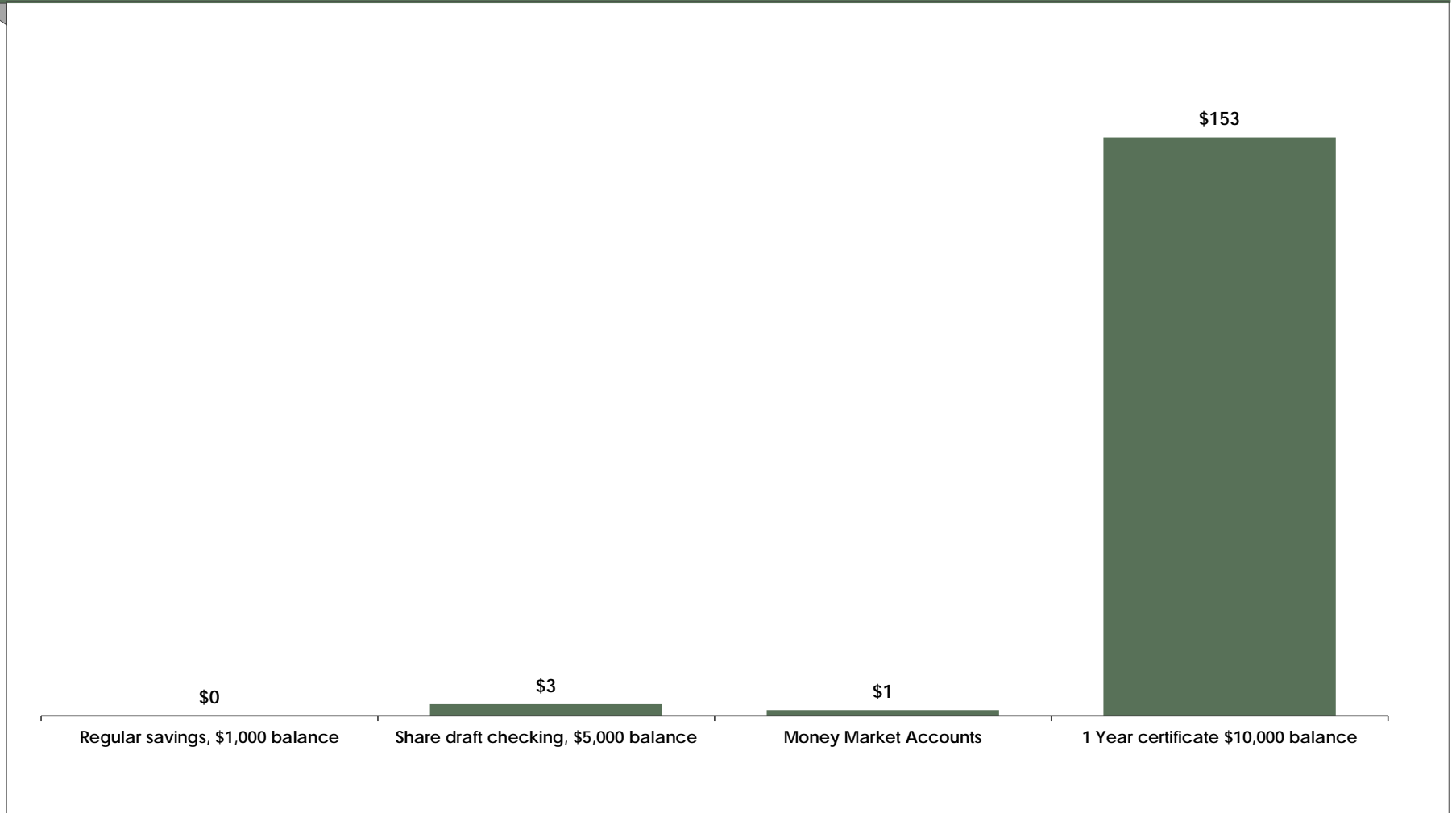
Terms on loan products included are as follows:

New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000
Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

Membership Benefits Report

CUNA Economics and Statistics

Annual Member Benefit on Savings Products with Various Terms



Membership Benefits Report

CUNA Economics and Statistics

Estimated Financial Benefits for Utah Community CU

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. Utah Banks (%) (2)	Financial Benefit to Your Members
New car loans	88,867,884	-1.02	\$906,452
Used car loans	404,939,976	-0.73	\$2,939,864
Personal unsecured loans	24,890,011	-1.70	\$423,379
5-year adjustable rate 1st mortgage	260,513,989	0.14	-\$364,720
15-year fixed rate 1st mortgage	114,637,449	0.40	-\$456,257
30-year fixed rate 1st mortgage	64,717,137	0.51	-\$328,116
Home equity / 2nd mortgage loans	122,222,721	0.34	-\$416,779
Credit cards	31,116,166	-4.97	\$1,122,905
Interest rebates			\$24,742
Total CU member benefits arising from lower interest rates on loan products:			\$3,851,470
Savings			
Regular shares	370,456,829	-0.09	-\$333,411
Share draft checking	475,394,933	0.06	\$285,237
Money market accounts	354,999,380	0.03	\$102,950
Certificate accounts	277,319,999	1.53	\$4,240,223
Retirement (IRA) accounts	39,340,217	0.78	\$306,460
Bonus dividends in period			\$0
Total CU member benefit arising from higher interest rates on savings products:			\$4,601,459
Fee Income			
Total CU member benefit arising from fewer/lower fees:			\$2,116,560
Total CU member benefit arising from interest rates on loan and savings products and lower fees:			\$10,569,489
Total CU member benefit / member:			\$51
Total CU member benefit / member household:			\$107

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of September 2020 and September 2019 according to the NCUA call report.

(2) Rates and fees as of 2/10/2021. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

Certificate of Excellence

is hereby granted to:

Utah Community CU

The Credit Union National Association has determined that Utah Community CU provided \$10,569,489 in direct financial benefits to its 208,114 members during the twelve months ending in September 2020. These benefits are equivalent to approximately \$107 per member household.

Credit unions generally provide financial benefits to members by charging less for loans, paying more on deposits and charging fewer/lower fees compared to banking institutions.



Membership Benefits Report

CUNA Economics and Statistics

Utah Community CU Performance Profile

Demographic Information	Sep 20	Sep 19
Number of branches	18	18
Total assets (\$ mil)	2,048	1,617
Total loans (\$ mil)	1,287	1,141
Total surplus funds (\$ mil)	645	368
Total savings (\$ mil)	1,822	1,425
Total members (thousands)	214	202
Growth Rates (Year-to-date)		
Total assets	26.7 %	16.6 %
Total loans	12.8 %	10.0 %
Total surplus funds	75.4 %	38.8 %
Total savings	27.9 %	17.2 %
Total members	5.6 %	15.9 %
Earnings - Basis Pts.		
Yield on total assets	312	386
- Dividend/interest cost of assets	49	51
+ Fee & other income	305	190
- Operating expense	308	346
- Loss Provisions	76	34
= Net Income (ROA)	184	145
Capital adequacy		
Net worth / assets	9.8	10.4
Asset quality		
Delinquencies / loans	0.4	0.3
Net chargeoffs / average loans	0.4	0.4
Total borrower-bankruptcies	58	71
Bankruptcies per 1000 members	0.3	0.4
Asset/Liability Management		
Loans / savings	70.6	80.1
Loans / assets	62.8	70.6
Long-term assets / assets	28.0	33.1
Core deposits/shares & borrowings	53.4	50.5
Productivity		
Members/potential members	8.1	8.9
Borrowers/members	36.8	38.3
Members/FTE	460	477
Average shares/members (\$)	8,524	7,038
Average loan balances (\$)	16,365	14,727
Salary & Benefits/FTE	74,546	71,416



Transform member benefits into new business with a **Member Benefit Marketing Toolkit**

The Credit Union National Association (CUNA) and Datatrac have teamed up to bring you the analysis in this report. Member Benefit Marketing Tools provides you with practical applications for using data in this report to show members how much you save them, drive in new members, generate more loans and attract bigger deposits.

Member Benefit Marketing Tools prove to new and existing members:

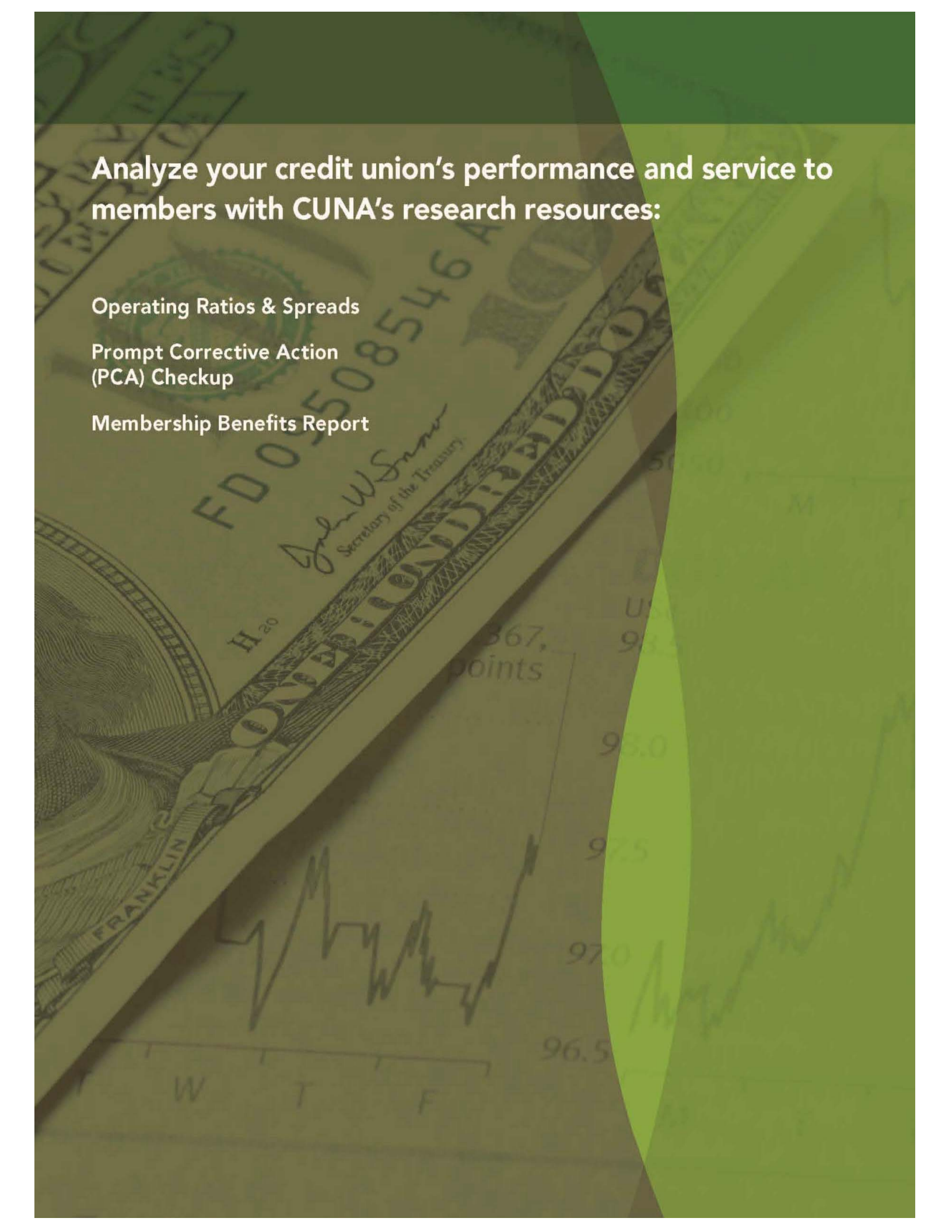
- How much you saved your entire membership last year in interest and fees compared to the competition
- How much they will save on their next loan with you
- How much more they will earn on their deposits with you

Member Benefit Marketing Toolkits include:

- Lead generation for loans, deposits and new members
- Competitive comparison widgets for your website
- Facebook app
- Animated graphics for branch lobby digital displays
- Proof Points for use in marketing collateral
- Award Certification & Trophy
- Press releases
- Newsletter copy
- Member handouts
- Subscription to the CUNA Member Benefits Report

Visit www.datatrac.net/memberbenefits to see live examples, schedule a demo and receive a free competitive analysis.

Show members how much you save them with **Member Benefits Marketing Tools**



Analyze your credit union's performance and service to members with CUNA's research resources:

Operating Ratios & Spreads

**Prompt Corrective Action
(PCA) Checkup**

Membership Benefits Report