

CUNA Star One Credit Union

# MEMBERSHIP BENEFITS REPORT

## Star One Credit Union

### *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 Star One Credit Union provided \$82,569,368 in direct financial benefits to its 115,041 members during the twelve months ending December 2021 <sup>(1)</sup>.

**These benefits are equivalent to \$718 per member or \$1,507 per member household <sup>(2)</sup>.**

The per-member and per-household member benefits delivered by Star One Credit Union 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 Star One Credit Union will save members an average \$379 per year in interest expense compared to what they would pay at a banking institution in the state. That's approximately \$1,895 in savings over 5 years.

Further, loyal members<sup>(3)</sup> - those who use the credit union extensively - often receive total financial benefits that are much greater than the average.

CUNA estimates that Star One Credit Union provided loyal high-use member households \$2043 in direct financial benefits during the twelve month period.

Star One Credit Union excels in providing member benefits in many loan and savings products. In particular, Star One Credit Union offers lower loan rates on the following accounts: new car loans, used car loans, personal unsecured loans, first mortgage-fixed rate, first mortgage-adjustable rate, home equity loans, credit cards loans.

Star One Credit Union also pays its members higher dividends on the following accounts: regular savings, share draft checking, certificate accounts, IRAs.



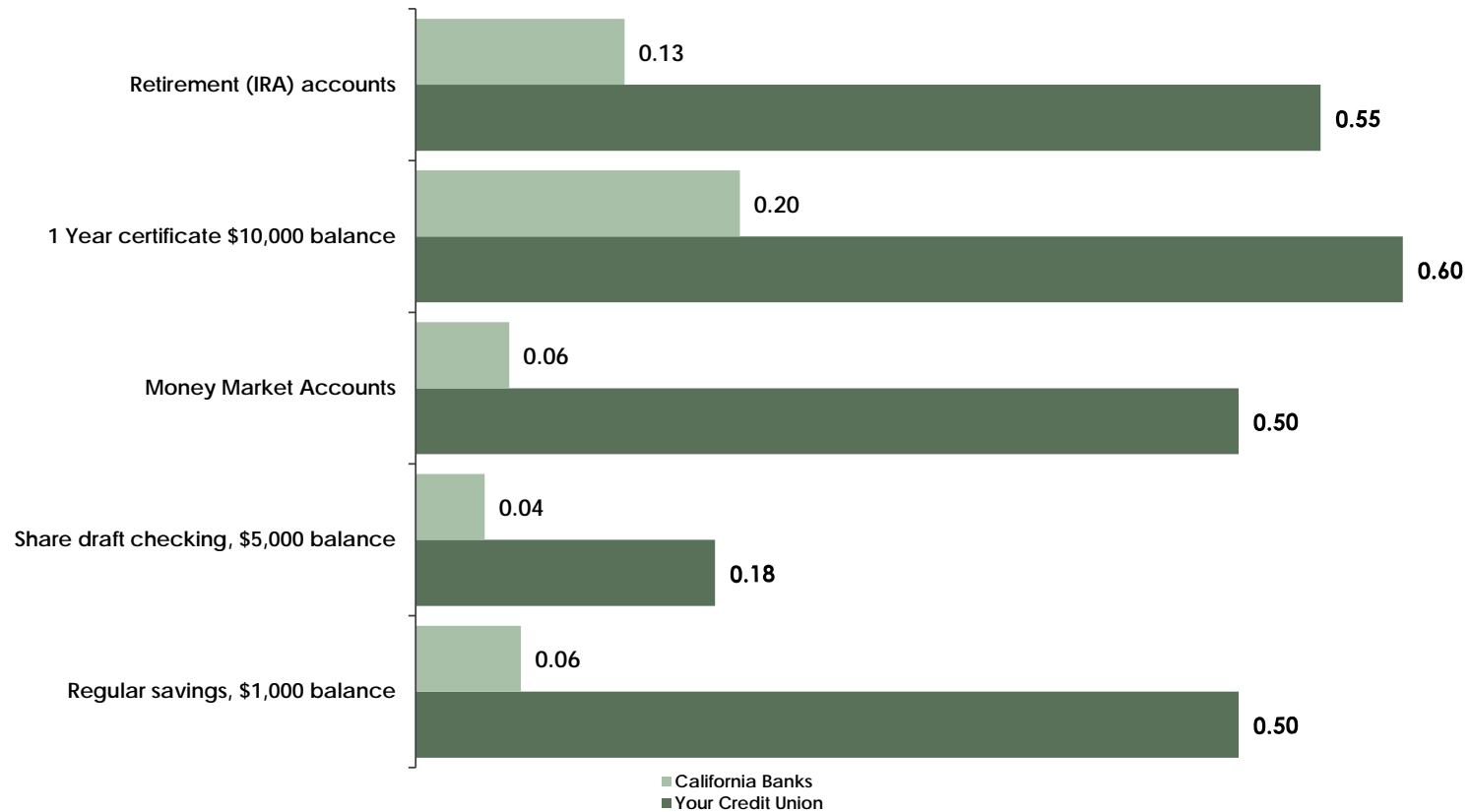
(1) Rates and fees as of 3/17/2022.

(2) Assumes 2.1 credit union members per household.

(3) A "loyal member" is assumed to have a \$30,000, 60-month new auto loan, a classic credit card with an average balance of \$5,000, a \$200,000, 30-year fixed rate mortgage (a 30-year fixed rate mortgage is replaced with a 5-year adjustable rate mortgage if it yields a greater benefit as it is assumed more in demand), \$5,000 in an interest-bearing checking account, \$10,000 in a one-year certificate account, and \$2,500 in a money market account.

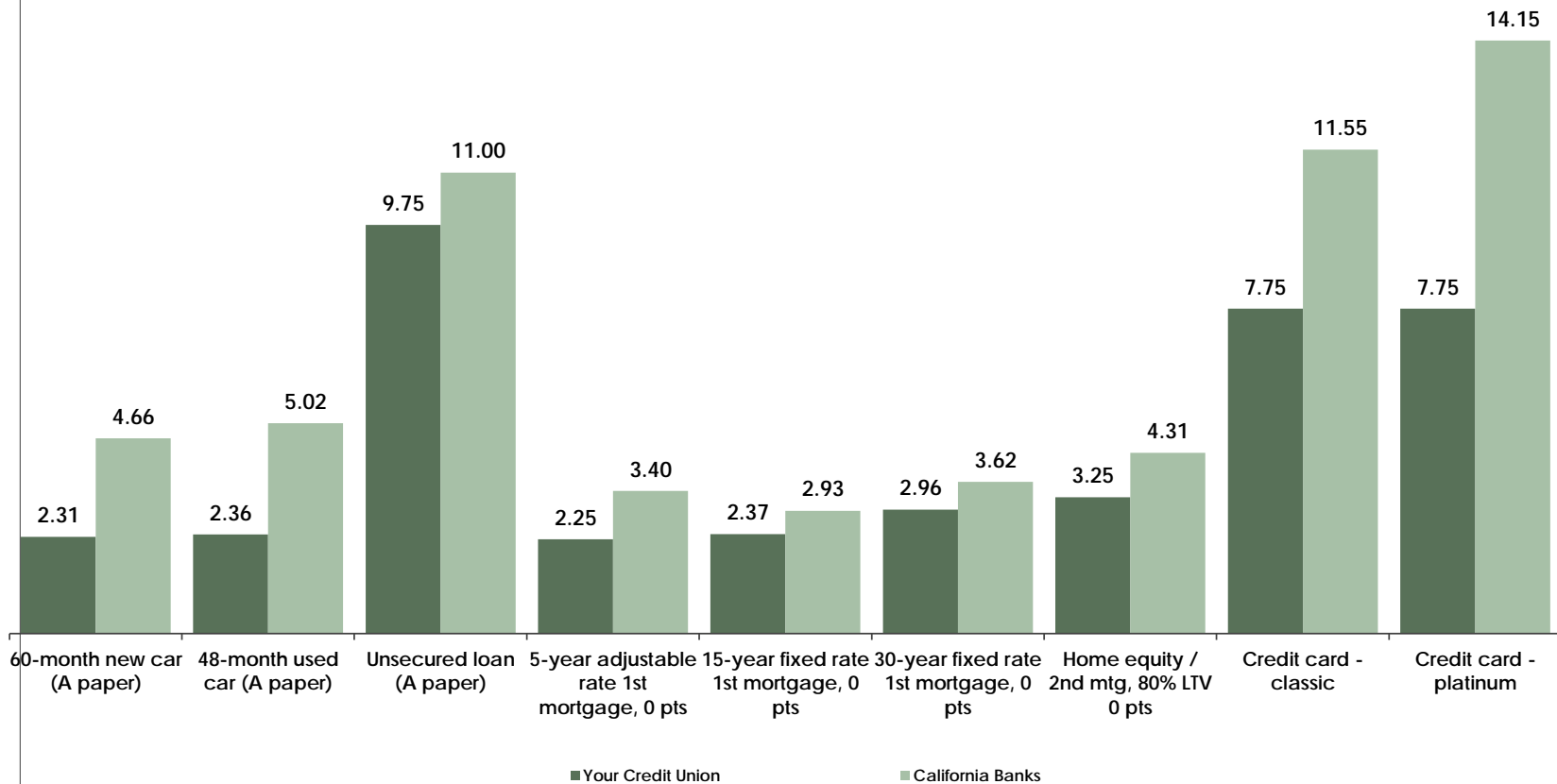
## Savings Product Comparative Interest Rates (%)

### by Savings Account Type



## Loan Product Comparative Interest Rates (%)

by Loan Type

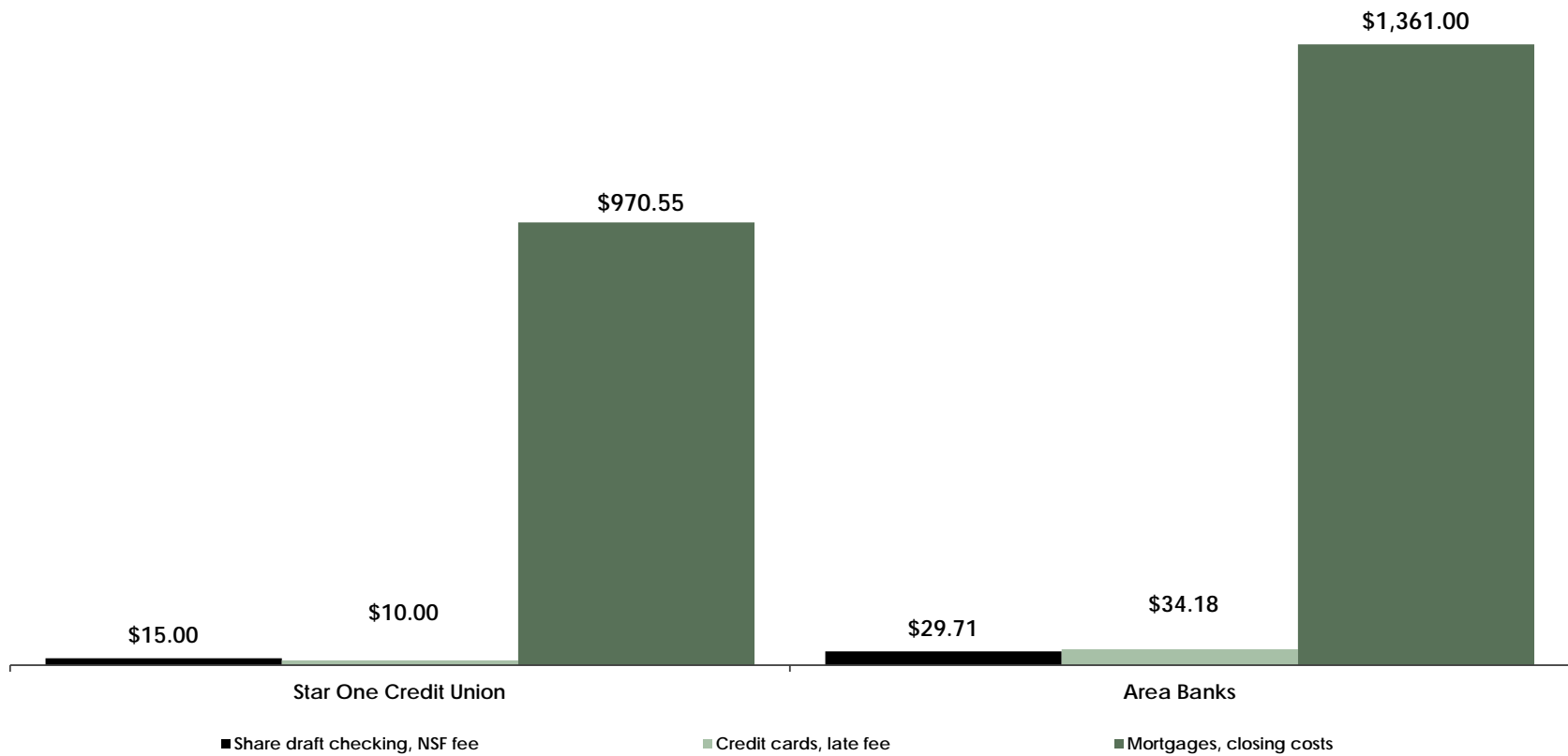


# Membership Benefits Report

CUNA Economics and Statistics

## Comparative Fees

by Type



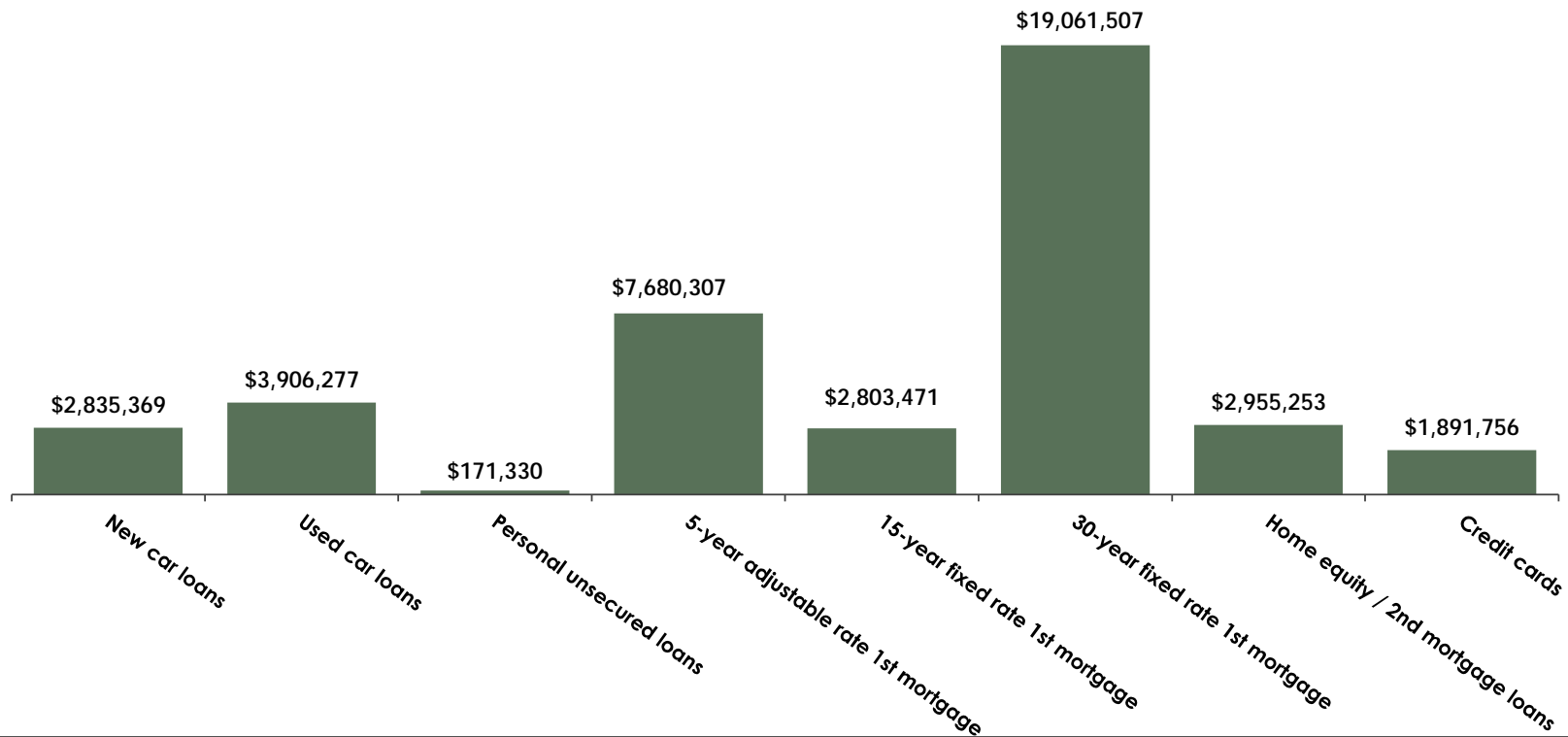
## Interest Rates at Star One Credit Union and Banking Institutions in California

Loan Products	Rate at your Credit Union (%) *	Average Rate at Banks (%) *	Rate Difference vs. Banks (%)
60-month new car (A paper)	2.31	4.66	-2.35
48-month used car (A paper)	2.36	5.02	-2.65
Unsecured loan (A paper)	9.75	11.00	-1.25
5-year adjustable rate 1st mortgage, 0 pts	2.25	3.40	-1.15
15-year fixed rate 1st mortgage, 0 pts	2.37	2.93	-0.56
30-year fixed rate 1st mortgage, 0 pts	2.96	3.62	-0.66
Home equity / 2nd mtg, 80% LTV 0 pts	3.25	4.31	-1.06
Credit card - classic	7.75	11.55	-3.80
Credit card - platinum	7.75	14.15	-6.40
<b>Savings Products</b>			
Regular savings, \$1,000 balance	0.50	0.06	0.44
Share draft checking, \$5,000 balance	0.18	0.04	0.14
Money Market Accounts	0.50	0.06	0.44
1 Year certificate \$10,000 balance	0.60	0.20	0.40
Retirement (IRA) accounts	0.55	0.13	0.42
<b>Fee Income</b>			
Share draft checking, NSF fee	\$15.00	\$29.71	-\$14.71
Credit cards, late fee	\$10.00	\$34.18	-\$24.18
Mortgages, closing costs	\$970.55	\$1,361.00	-\$390.45

\*Rates and fees as of 3/17/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

## Your Credit Union's Total Loan Rate Benefits

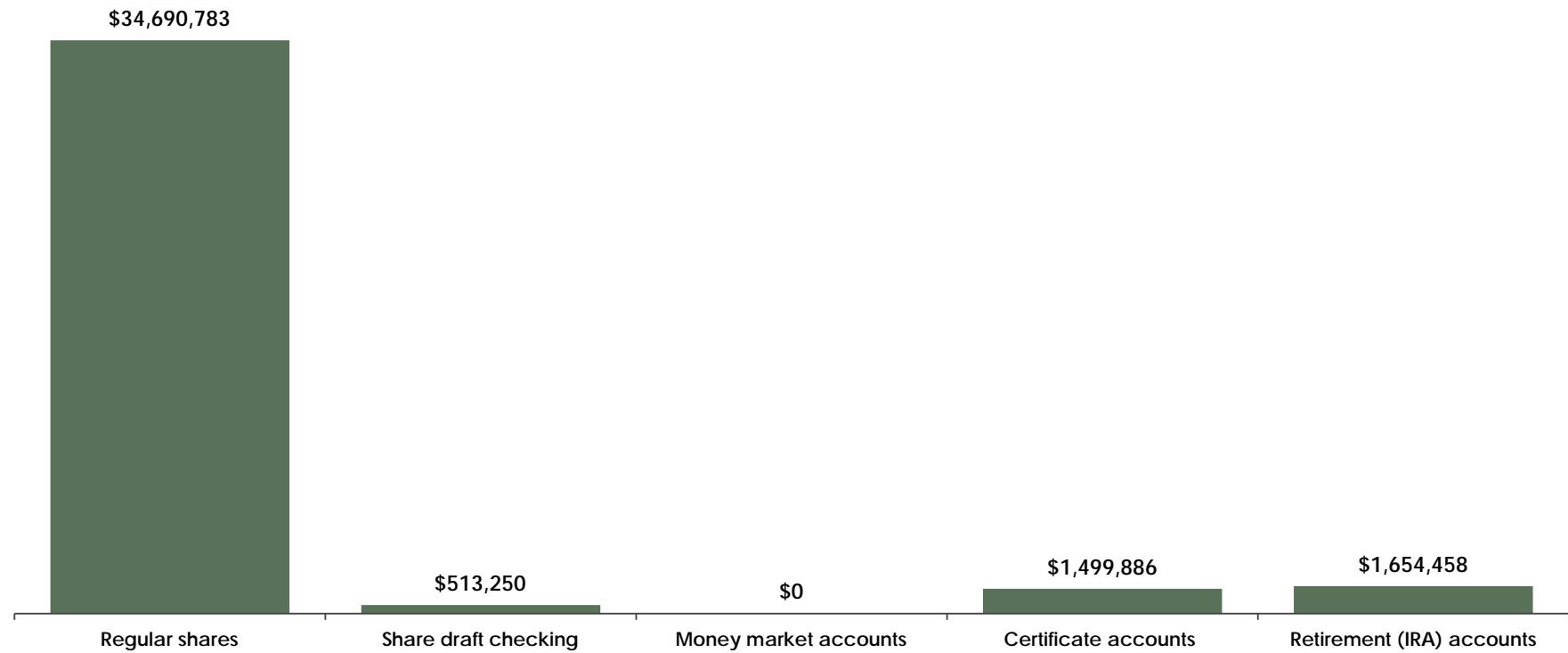
by Loan Type





## Your Credit Union's Total Savings Dividend Benefits

Compared to Banking Institutions in Your State  
by Account Type

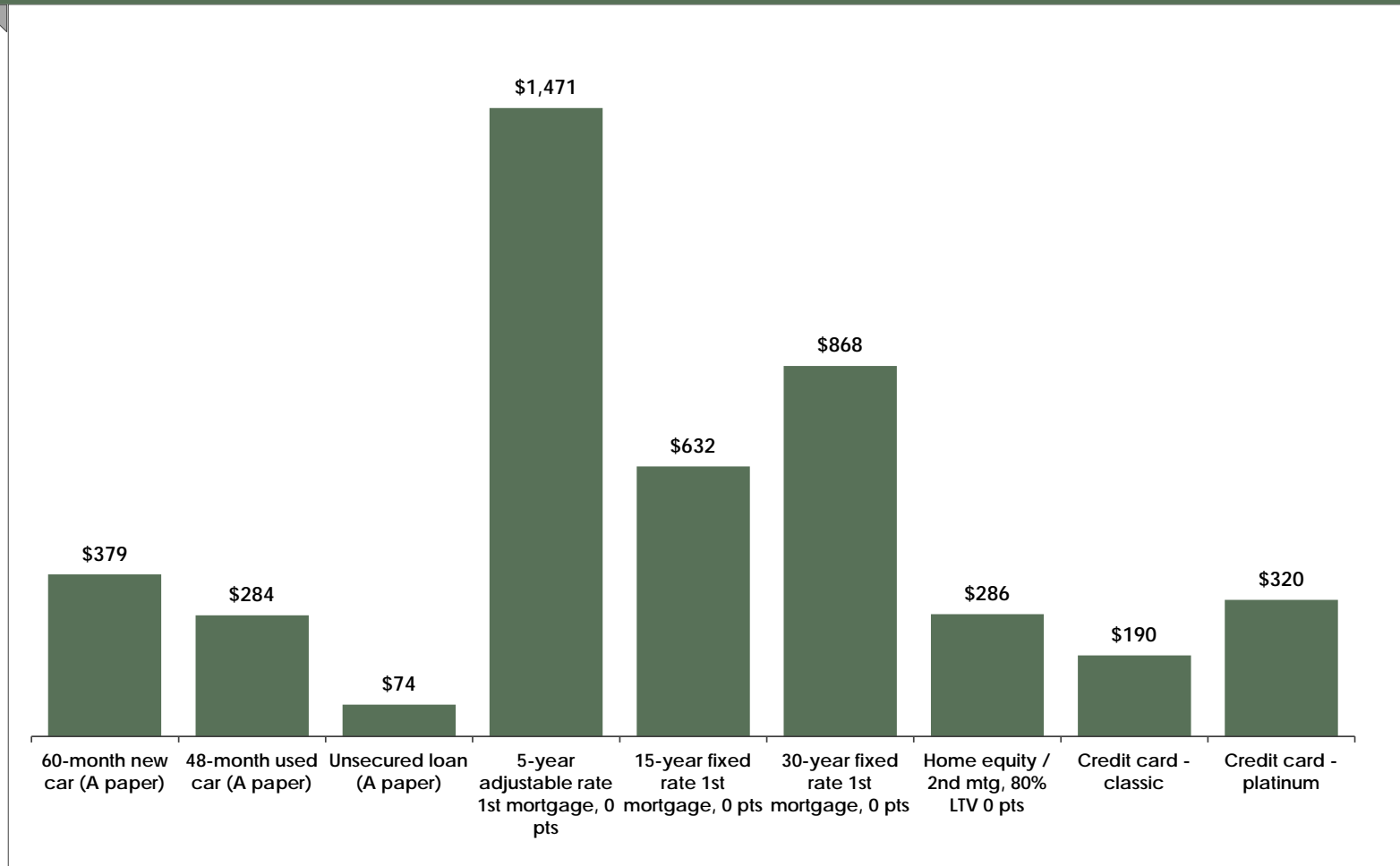




# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit of Loan Products with Various Terms

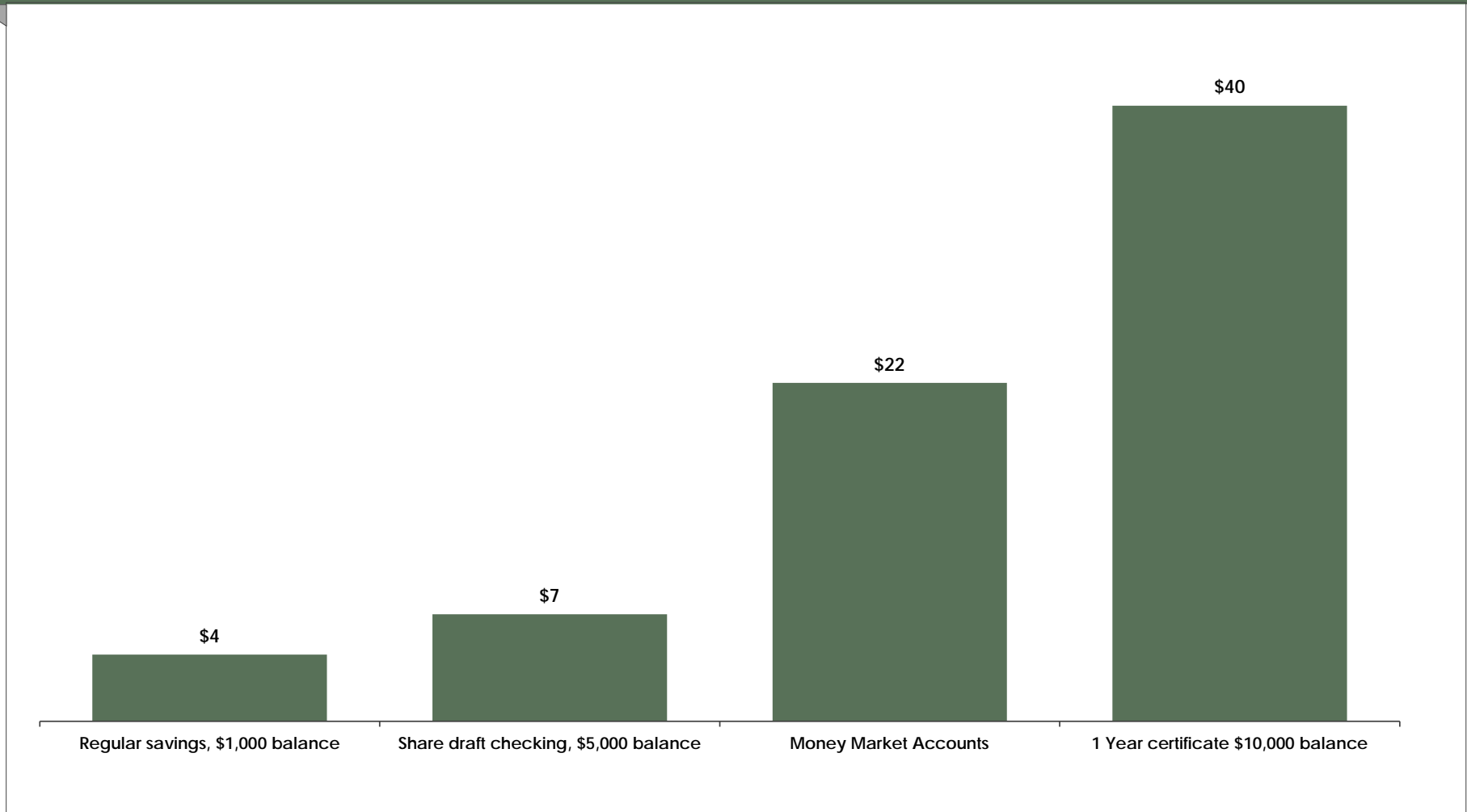


Terms on loan products included are as follows:  
New Car: \$30,000; Used Car: \$20,000; Unsecured Loan: \$10,000 (5 years)  
5 Year Adj: \$200,000; 15 Year Fixed: \$200,000; 30 Year Fixed: \$200,000  
Home Equity: \$50,000; Classic Credit Card: \$10,000; Gold Credit Card: \$10,000

# Membership Benefits Report

CUNA Economics and Statistics

## Annual Member Benefit on Savings Products with Various Terms



## Estimated Financial Benefits for Star One Credit Union

Loans	Avg. Balance at Your Credit Union (1)	Rate Difference vs. California Banks (%) (2)	Financial Benefit to Your Members
New car loans	120,500,157	-2.35	\$2,835,369
Used car loans	147,239,982	-2.65	\$3,906,277
Personal unsecured loans	13,695,427	-1.25	\$171,330
5-year adjustable rate 1st mortgage	667,272,512	-1.15	\$7,680,307
15-year fixed rate 1st mortgage	504,221,331	-0.56	\$2,803,471
30-year fixed rate 1st mortgage	2,901,294,852	-0.66	\$19,061,507
Home equity / 2nd mortgage loans	278,534,663	-1.06	\$2,955,253
Credit cards	42,547,217	-3.80	\$1,891,756
Interest rebates			\$0
<b>Total CU member benefits arising from lower interest rates on loan products:</b>			<b>\$41,305,268</b>
Savings			
Regular shares	7,956,601,634	0.44	\$34,690,783
Share draft checking	366,607,149	0.14	\$513,250
Money market accounts	-	0.44	\$0
Certificate accounts	372,180,155	0.40	\$1,499,886
Retirement (IRA) accounts	391,124,795	0.42	\$1,654,458
Bonus dividends in period			\$596,450
<b>Total CU member benefit arising from higher interest rates on savings products:</b>			<b>\$38,954,827</b>
Fee Income			
<b>Total CU member benefit arising from fewer/lower fees:</b>			<b>\$2,309,273</b>
<b>Total CU member benefit arising from interest rates on loan and savings products and lower fees:</b>			<b>\$82,569,368</b>
<b>Total CU member benefit / member:</b>			<b>\$718</b>
<b>Total CU member benefit / member household:</b>			<b>\$1,507</b>

Source: Datatrac, NCUA, and CUNA

(1) Average balance as of December 2021 and December 2020 according to the NCUA call report.

(2) Rates and fees as of 3/17/2022. Credit union rates provided by individual credit union, bank rates provided by Datatrac.

# *Certificate of Excellence*

*is hereby granted to:*

## **Star One Credit Union**

*The Credit Union National Association has determined that Star One Credit Union provided \$82,569,368 in direct financial benefits to its 115,041 members during the twelve months ending in December 2021. These benefits are equivalent to approximately \$1,507 per member household.*

*Star One Credit Union provided loyal high-use member households \$2,043 in direct financial benefits.*

*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

## Star One Credit Union Performance Profile

Demographic Information	Dec 21	Dec 20
Number of branches	6	6
Total assets (\$ mil)	11,068	10,228
Total loans (\$ mil)	4,806	4,631
Total surplus funds (\$ mil)	5,875	5,300
Total savings (\$ mil)	9,547	8,626
Total members (thousands)	117	113
Growth Rates (Year-to-date)		
Total assets	8.2 %	12.7 %
Total loans	3.8 %	6.3 %
Total surplus funds	10.8 %	17.7 %
Total savings	10.7 %	15.5 %
Total members	2.9 %	2.8 %
Earnings - Basis Pts.		
Yield on total assets	172	230
- Dividend/interest cost of assets	49	96
+ Fee & other income	14	12
- Operating expense	59	70
- Loss Provisions	0	4
= Net Income (ROA)	77	72
Capital adequacy		
Net worth / assets	11.1	11.3
Asset quality		
Delinquencies / loans	0.0	0.1
Net chargeoffs / average loans	0.0	0.0
Total borrower-bankruptcies	18	23
Bankruptcies per 1000 members	0.2	0.2
Asset/Liability Management		
Loans / savings	50.3	53.7
Loans / assets	43.4	45.3
Long-term assets / assets	47.2	42.7
Core deposits/shares & borrowings	92.3	90.8
Productivity		
Members/potential members	1.7	1.7
Borrowers/members	41.4	42.9
Members/FTE	492	524
Average shares/members (\$)	81,813	76,076
Average loan balances (\$)	99,476	95,109
Salary & Benefits/FTE	127,801	170,765



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](http://www.datatrac.net/memberbenefits) to see live examples, schedule a demo and receive a free competitive analysis.

**NEW** Show members how much you save them.

Analysis as of May 4, 2017

ABC Financial CU members saved **\$10,734,590!**

APPLY NOW

Auto Loan

Jacksonville, Florida Metro 3.76% APR

ABC Financial 2.74% APR

up to **27% lower!**

Boat Loan

Share Certificate

CUNA Membership Benefits Report

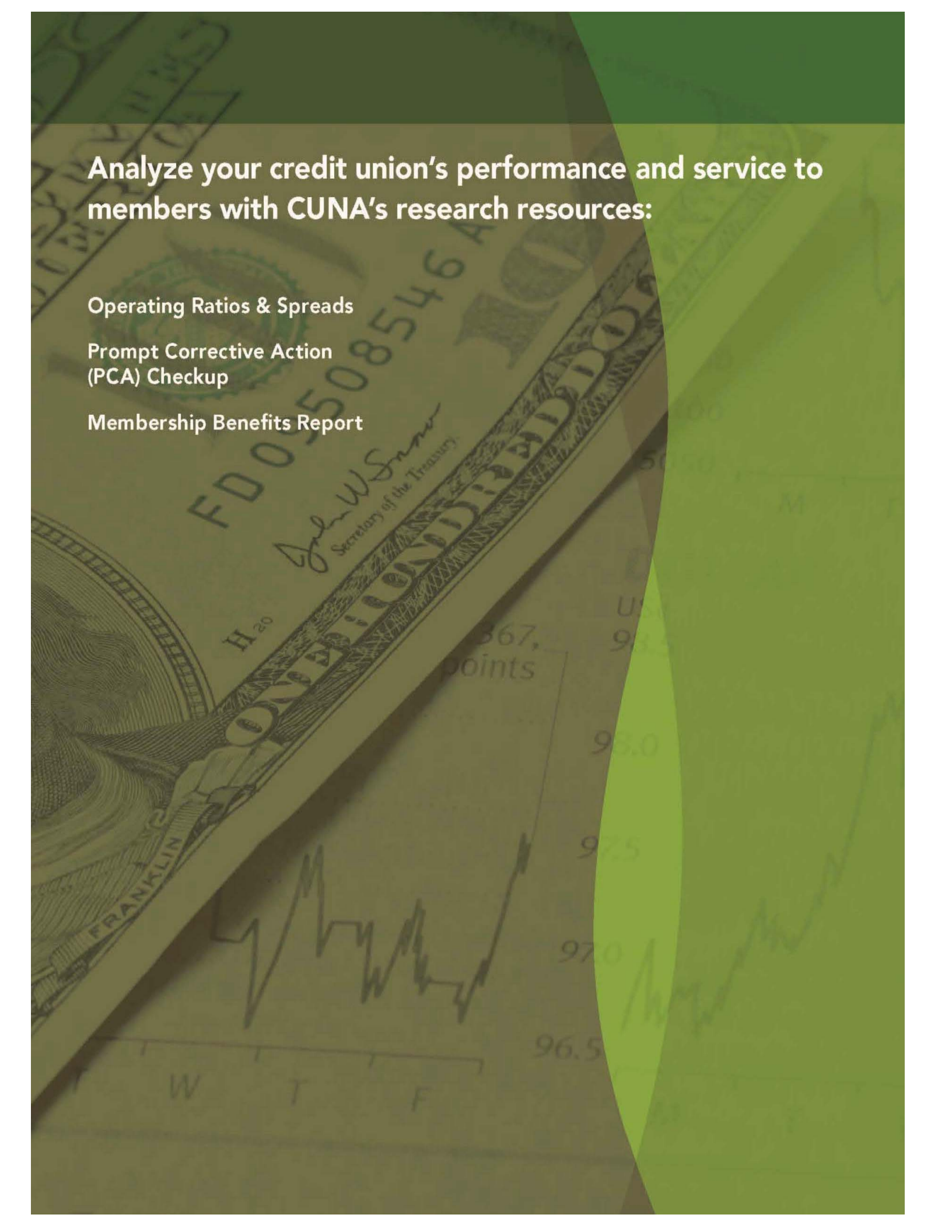
Datatrac widget links to your custom report

CUNA Credit Union National Association

DATATRAC

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**