



**For Immediate Release  
December 2, 2019**

## **CURevl Announces New Product Launch with Service First FCU**

*Providing Credit Union Members with Low Cost Education Finance Options*

**Richardson, Texas— December 2, 2019** — CU REVL LLC (CURevl), a Texas-based credit union service organization (CUSO), announced today that Service First Federal Credit Union of Sioux Falls, South Dakota has joined the CUSO as a referral affiliate. Through the partnership, Service First Federal Credit Union members will now have access to competitive in-school student loans and student loan refinance products to meet their education finance needs. The loans are disbursed and serviced by College Ave Student Loans under an agreement with CURevl to provide CUSO member credit unions a turnkey private education loan product.

“Our team has partnered with our first credit union in South Dakota as Service First Federal Credit Union selected CURevl as their partner for higher-education finance” stated Greg Hagan, SVP of Sales at CURevl. “The CURevl referral program offers yet another alternative for our credit union partners to meet the needs of their members and enhances our ability to deliver on our mission of Connecting Families to Credit Unions and delivering education finance solutions that benefit students and families in the community.”

“Our credit union exist to serve our members in the communities we serve. Providing options to enable our members to afford the cost of higher education and having the ability to refinance current education debt is imperative to our future borrowers” said Travis Kasten, President & CEO of Service First Federal Credit Union. “CURevl has provided us with a simplified solution – Higher education should be challenging, funding it should be simple and straight-forward.” Our mission to assist our members and potential members, is extremely important to add more value to our core member benefits”

For additional information on the program and CURevl, visit <https://www.curevl.com>.

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**About CU REVL LLC**

CU REVL LLC (CUREvl) is a credit union service organization organized under the laws of Delaware, and based in Richardson, Texas. Our team of seasoned education finance professionals are dedicated to connecting students and families to credit unions for one purpose: providing student loan solutions that save time and money. For more information please visit our website at [www.curevl.com](http://www.curevl.com).

**About Service First Federal Credit Union**

Service First Federal Credit Union: Our vision is to be the most preferred and trusted financial institution serving our members, their families, and future generations within the community. Our Mission: To empower our members through financial services and education, while promoting the people helping people philosophy, and ensuring the future growth of the Credit Union. For additional information about Service First Federal Credit Union, please visit [www.servicefirstfcu.org](http://www.servicefirstfcu.org)