



CREDIT UNIONS FIND MULTIPLE BENEFITS FROM EDUCATION LENDING

Education lending is an asset class that can provide a multitude of benefits for credit unions and their members. While some have chosen to stay out of the business due to their lack of experience in the space, many more are finding education lending to be a rewarding and positive experience. The key to success is working with an experienced partner like CURevl. Our knowledgeable team will help you set up a program that meets your particular needs, provide the administration and support needed to manage the program, and partner with you to develop growth strategies that ensure success for you and your members. Here are just a few examples of how credit unions benefited.

FIND OUT HOW YOU CAN BENEFIT FROM EDUCATION LENDING

- CURevl provides a complete, turnkey program that gets you up and running with ease.
- Unlike other competitors, CURevl offers multiple ways for you to enter the student loan business, allowing you to tailor a plan that fits your credit union and your members.

**Contact us today to find out more:
info@curevl.com or (512) 400-4172**

Credit Union A

This credit union was looking to grow their membership and found student lending to be a great way to achieve this goal. The program is bringing in new, younger members with the average age running between 18 and 25, providing the opportunity for a long-term relationship. In the last two years, the credit union has successfully grown membership by 15%.

Credit Union B

The focus for this credit union was to expand the number of services used by each member. They recognized the potential in young college grads whose income averaged 60% higher than high school graduates and who were just starting their professional life. Using a targeted marketing campaign, they were able to expand an average of 2.8 new products per member.

Credit Union C

Cooperative partnerships is a key objective for this credit union. They found their student loan program to be a great way to meet this goal. They connected with a smaller credit union, using their program as a way to help their fellow credit union meet the needs of their members. They also joined forces with a partner organization to provide a nation-wide student loan program.