



FOR IMMEDIATE RELEASE
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Credit Union Vendor Management Enters Partnership with John M. Floyd & Associates for Contract Negotiations

Agreement adds vendor contract negotiations for credit unions to reduce expenses and enhance service

TALLAHASSEE, Fla. - Credit Union Vendor Management (CUVM), the vendor management solution for LEVERAGE, Credit Union Solutions Group, and Mountain West Credit Union Association, announces a business partnership with John M. Floyd & Associates (JMFA) Contract Optimizer as the preferred provider of vendor contract negotiation services for credit unions.

The **JMFA Contract Optimizer** program provides expert review and negotiation of existing third-party vendor contracts to cut expenses and achieve better terms on the products and services credit unions use every day—while reducing the time constraints for credit union staff that come with the review and negotiations process. This 100 percent contingency-based service provides assessment of how existing service contracts and agreements rate in pricing, service and support—as well as contract terms and conditions—in order to find and maximize savings for debit and credit card processing, VISA/MasterCard card brand agreements, outsourced core data processing, internet banking services and much more.

The service provides the resources and ongoing consulting support to help credit unions enhance service delivery and identify cost-saving opportunities to strengthen their performance.

According to CUVM Vice President Kelli Silvernale, JMFA’s expertise in cost reduction strategies and overall performance enhancement, along with the company’s record of consistent service quality and consulting expertise, were paramount in the decision to expand this partnership agreement.

“The goal of CUVM has always been to provide simple solutions for vendor management that help lighten the burden and often decrease expenses for credit unions,” she said. “We believe JMFA’s expertise in contract analysis and negotiations fit perfectly with those goals. This new partnership allows us to provide more resources for our clients at a time when cutting expenses is vital.”

As competition in the industry continues to increase, it is imperative for credit unions to have a full complement of strategies and resources that allow them to remain successful in the marketplace, according to Kelly Flynn, national sales director, JMFA Contract Optimizer.

“When it comes to successful contract negotiations: organization, timing and knowledge of industry contract prices, terms and conditions are essential to successful outcomes,” she said. “We are excited to

partner with CUVM to offer proven advice and industry experience to help their affiliated credit unions successfully reduce expenses and achieve measurable performance results, as they focus on providing essential financial services in their communities.”

To learn more about the expanded resources this new contract provides, please contact Kelli Silvernale at kelli@cuvm.org.

ABOUT JOHN M. FLOYD & ASSOCIATES (JMFA)

[JMFA](#) is one of the most trusted names in the industry. Whether it's recovering lost revenue, uncovering new savings with vendor contract negotiations, creating more value, improving members' experiences or delivering a 100 percent compliant overdraft service—JMFA can help you deliver measurable results with proven solutions. We are proud to be a preferred provider among many industry groups. To learn more, [please contact your local representative](#), visit www.jmfa.com or call us at (800) 809-2307.

ABOUT CREDIT UNION VENDOR MANAGEMENT (CUVM)

[CUVM](#) provides simple, proven solutions for all aspects of credit union vendor management. Currently serving over 200 clients in 34 states, CUVM streamlines the vendor management process, centralizes storage and retrieval of all due diligence documentation, meets NCUA requirements, provides seamless disaster recovery, and ensures that all contracts are compliance friendly, while at the same time helping credit unions save time and lower operational expenses. Specializing exclusively in vendor management, CUVM provides unprecedented personal service. To learn more, visit www.cuvm.org or call NUMBER.

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For More Information:

Ann Howard
Director of Communications
850.212.5009
Ann.Howard@lscu.coop

Jennifer Simmons
VP, Strategic Alliances
JMFA
Jennifer.Simmons@JMFA.com